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A P P E N D I X

to Report # 224
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RESEARCH STAFF

OFFICE OF PUBLIC AFFAIRS

AMERICAN EMBASSY

Summary and Illustration of Exchangee Dissemination

For Each of the Major Areas of American Life

STUDENTS

EDUCATIONAL AND SCHOOL SYSTEM
(Students)

	<u>Net Gain in Dissemination</u>	<u>Favorable Dissemination</u>	<u>Unfavorable Dissemination</u>	<u>Indeterminate Dissemination</u>
	25%	25%	%	5%
Student-Teacher Relations				
Instructional Methods	15	18	3	9
Funds and Facilities	15	16	1	1
Practical Emphasis in Education	12	13	1	5
Education for Citizenship and Community Spirit, Student Self-Government	12	13	1	3
Social Life in School	10	13	3	5
Free and Individual Personality Development	6	8	2	4
The Extent of Educational Opportunities	6	7	1	1
Organization and Curriculum	4	10	6	16
Parent-Teacher Relations, Public Interest in School Affairs	4	4	*	*
Free Choice of Subjects	2	4	2	3
The Teaching Profession	1	3	2	2
Extent of Regulation in University Life	-4	4	6	9
Educational Level, Standard of Schools and Universities	-12	4	16	9
Other Mentions	3	6	3	21

* Less than one half of one per cent.

EDUCATION

"Could you tell me something about your impressions and experiences in the field of education - (which things especially struck you as being essential and interesting - which differences did you notice between the U.S. and Germany in this particular area?)"

"Have you had a chance to mention your American experiences (that which you have seen) in this area in conversations, discussions, lectures or publications?"

"What did you mention?"

Student/Teacher Relations

Favorable Dissemination (25%)

"I was surprised and glad about the close contact between students and teachers and about the fact that the professors had always time for our problems and private affairs."

"What struck me was that students and teachers are on more companionable and easier terms. When talking to the professors you get a feeling as if talking to an older and well-meaning colleague."

"Teachers are almost always appreciated by their students, mostly relations between them are friendly, without fear, whereas over here teacher/student relations are based on authority and awe."

"I found the friendly cooperation between teachers and students to be worth imitating, how stiff and over-formal is our system compared to that of the United States."

"I mentioned human relations at universities: student/teacher relations are more direct, therefore the psychological basis for studies is better than in Germany."

"I prefer U.S.-type university education to the German system because professors devote more time to individual students."

Unfavorable Dissemination (*%)

"Teachers seemed to be in a difficult position because they depend too much on the good will of their students."

Indeterminate Dissemination (5%)

"In the first place, I mentioned the close contact between lecturers and students."

"Student/teacher relations are much more unconventional than over here. A disadvantage of this is that the teacher's authority is likely to suffer - an advantage: the possibility of a close contact that is very useful for a student's work."

"I talked about the advantages and disadvantages of student/teacher relations in America."

Instructional Methods

Favorable Dissemination (18%)

"Boys and girls are together in the same class, this is called co-education. It's a more effective system because good comradeship between men and women is promoted as early as in school days."

"I mentioned the striking liveliness at schools and universities as a positive factor: it's a mixture of play and study."

"Teaching methods are better. Lessons are often arranged as group discussions, the students have to find the answers themselves."

"I mentioned that I was much impressed by the fact that in the U.S. you have to pass an examination after each term in all courses you've chosen in order to find out whether you're good enough."

"I mentioned that at exams there is no supervision, but nobody takes advantage of this by cheating, this impressed me favorably."

Unfavorable Dissemination (3%)

"Relations between boys and girls, such as they are tolerated or even promoted in schools are rather a problem, co-education, I mean. Often school dances are just an excuse for boys and girls to start necking and things like that."

"The evaluation of tests is rather superficial."

Indeterminate Dissemination (9%)

"All lessons are like a conversation between teacher and pupils with both parties on equal terms."

"I mentioned the distribution of subjects and working parties."

"Above all, I pointed out that there's a great eagerness to learn, this struck me as very favorable, - as a negative point, I couldn't help mentioning that this leads to mental overburdening and that owing to the many exams, students always have the feeling of being rushed. This, of course, has a negative effect on their work."

"I talked about guidance and systematic development of certain qualities of the individual student. This generally begins at the age of twelve years already. At least one tries to find out a student's inclination towards his future occupation by testing his intelligence, his attitude, and so on."

Funds and Facilities

Favorable Dissemination (16%)

"Things are quite different from over here in that large funds are available for school purposes, for school buildings, teaching materials, musical instruments. It's marvellous that in every school there is a large library for students containing very good books. Teaching materials for natural sciences are simply ideal and excel by far those of our schools."

"The financial means of universities are enviable."

"I mentioned the excellent supply of teaching material for schools, whether for music or mathematic lessons."

"I described the excellent facilities for sports activities, swimming pools and the like."

"I mentioned the almost inexhaustible abundance of teaching materials."

"Facilities of colleges are simply grand. Such a university is like a self-sufficient town with its own libraries, radio station, sports grounds. They're magnificently equipped, you wouldn't believe it."

Unfavorable Dissemination (1%)

"Teaching materials are inadequate, and that also goes for libraries."

Indeterminate Dissemination (1%)

"I mentioned that operational funds vary for the individual universities."

Practical Emphasis in Education

Favorable Dissemination (13%)

"It is highly commendable that at American schools considerable importance is attached to the imparting of practical knowledge."

"The emphasis on the practical elements in child rearing offers greater advantage in life later on."

"University life appears in a more favorable light compared to ours since it is more in touch with the times, more up-to-date. More value is attributed to preparing students for practical life with which I heartily agree."

"I was most impressed by the emphasis put on a general ability to get along in life and the capability to adapt oneself to one's environment, instead of imparting purely academic knowledge."

"The purely scientific side is more in the background with the American system. Seven weeks studying at the university and seven weeks working in the field. That is a very satisfactory solution of the whole problem and I would very much like to see a similar system realized over here."

Unfavorable Dissemination (1%)

"I consider it an unfavorable trend that in the fields of study the practical side is emphasized too much compared to the theoretical side."

Indeterminate Dissemination (5%)

"The high schools are different over there, they place more emphasis on practical matters and less on scientific study, they have different objectives."

"I talked about the fact that research at American universities inclines more toward practical projects which play a dominant role, while over here the trend is more toward abstract fundamental research."

"The educational system provides for preparation for the trades."

Education for Citizenship and Community Spirit, Student Self-Government

Favorable Dissemination (13%)

"I mentioned the fact that pupils and college students take much more interest in politics and problems of administration which explains that Americans later on become much better citizens than it is true for most Germans."

"The practice of students frequently getting together after school-hours strengthens their community spirit and this constitutes a substantial part of their citizenship education. In addition to that they do not neglect theoretical citizenship education, that is, learning all about the constitution. This in Germany is supposed to be part of history courses, but here this subject is often forgotten."

"I thought their student self-government was very good. In Germany this leaves much to be desired."

"The thing I like very much about their schools in contrast to Germany was that students are not only stuffed full with knowledge, but that educators are consciously stressing citizenship education."

"Human relations are cultivated. People with a university education do not look down on workmen, while these do not bow to college graduates. This seems to me to be of great importance for a harmonious community life in any country."

Unfavorable Dissemination (1%)

"I was repulsed by the greatly exaggerated emphasis they put on politics in all branches of education. Every morning they salute their flag and have some sort of a political prayer. All this is forced on the students."

Indeterminate Dissemination (3%)

"The aim of the school seems to be to produce good citizens instead of scientists. Their high schools are not so much schools but rather small communities, whose primary aim is to develop the community, imparting knowledge takes second place."

"Obligatory attendance of high school makes future university graduates and nonprofessional people grow up together during the decisive formative years. As a result both groups continue to speak the same language which makes for better understanding. This setup, on the other hand, is not conducive to bringing out all the talents in more gifted youngsters."

Social Life in School

Favorable Dissemination (13%)

"The very frequent social activities are a great advantage for students because they make them take an active part in social life and accept responsibility. It also inspires them to take up all sorts of problems."

"I described the way in which students live together on campuses. It was very pleasant and you get easily in contact with those whose aims and interests are the same as yours."

"The various clubs at American universities were something I liked very much because they prevent people from being lonely."

"By living together in dormitories a feeling of belonging together is created among students that is almost unknown over here. University and students' homes are a kind of self-sufficient community, where every member of it is a friend or comrade. I think this is grand. Over here everybody buries himself in his den and doesn't care two hoots about the others."

"It can be said that social life at American high schools and colleges is generally more flourishing than in German secondary schools and universities."

Unfavorable Dissemination (3%)

"Too much importance is attached to clubs."

"The 'social life' goes a bit too far. Boys and girls meet in the evening and start necking. I saw four people in a car and none of them showed even a trace of reserve."

Indeterminate Dissemination (5%)

"I described the spiritual and social world of the 'campus'."

"Above all, I talked about the social activities of the university as well as of the individual fraternities and sororities."

"Bands, clubs and other extra-curricular activities are often organized."

Free and Individual Personality Development

Favorable Dissemination (8%)

"Children in America are taught to be much more self-reliant. It is something you've got to see, the natural ease with which children talk to their teachers, before you begin to understand the advantages of this educational system."

"The Americans go out of their way to treat their children kindly. Watching them, I came to the conclusion that the right way to mold the individuality of a child is to teach by intelligent guidance, not by corporal punishment."

"I have the highest opinion of the kind of education young people get at Princeton, as it contributes much more towards developing a well-rounded personality than you can expect of a German university."

"I stressed the fact that children are given at school a much more free and natural education, and still, they are surprisingly well-disciplined. I very often talked about the problem of granting a greater or smaller measure of freedom in the schools."

Unfavorable Dissemination (2%)

"They do not stress discipline very much in their schools, for then personality development takes precedence. It must be considered a grave mistake that they attempt to bring out the personalities of children who are so young."

"I recommended that we should not try to imitate the individual treatment of children at an early age, for a substantial dose of discipline is absolutely necessary at that stage of their development."

Indeterminate Dissemination (4%)

"I mentioned the unconstrained and intensely personal educational methods employed by Americans."

"The free rearing of their children was one of the things I mentioned."

The Extent of Educational Opportunities

Favorable Dissemination (7%)

"The essential difference in their educational policy is expressed by the thesis: the best education for everybody. Boys and girls have equal chances and no social class has any privilege."

"What impressed me most of all was the attempt of the Americans to offer the opportunity to study to as many people as possible."

"It impressed me favorably that everybody has the chance to obtain the highest academic degrees as almost all children go through high school."

"I mentioned the establishment of night-classes which offer the chance to improve one's education to a broad public, also to those who work all day."

Unfavorable Dissemination (1%)

"The negative impression I got of schooling and education was that the selective system has been abandoned. This applies in particular to high schools. It means that quality has been sacrificed to quantity."

Indeterminate Dissemination (1%)

"Mass education that means for everybody the chance of a university education."

Organization and Curriculum

Favorable Dissemination (10%)

"The whole structure of the school system is better in America than it is in Germany. Over there everybody has to go to school until he is fourteen years of age. It's bad that in Germany you have to make a decision after the fourth grade at what type of school you want to study, whether at a Gymnasium or an Oberschule. That's too early. In America they avoid this split. You are better able to make up your mind about what you want to do when you are fourteen and certain talents and inclinations have already developed. Then later on at college you can finally choose a special field."

"I was favorably impressed by the absence of a division among the school along denominational lines, all religious discrimination has thus been abolished."

"I mentioned their well-planned school curriculum, it offers a wide choice of subjects and students are not stuffed with a welter of useless facts."

"It is very favorable that they have so much interesting variation in the obligatory courses at the university, they include nearly all subjects imaginable."

Unfavorable Dissemination (6%)

"I mentioned the way the humanities are neglected, all languages and especially Latin. Education in the fine arts is very poor. Philosophy is almost in bad repute."

"Their teaching of English is relatively poor and insufficient. Their professors complain about the lack of language cultivation, faulty orthography, bad syntax as well as a lack of literary knowledge."

"I consider pre-military training (ROTC) to be wholly incompatible with earnest scholastic learning."

Indeterminate Dissemination (16%)

"As far as school legislation is concerned, the various states retain control."

"School education starts earlier in the United States, at five that is. The first year is spent in kindergarten, whereas kindergartens are mostly run by the churches over here and children go there when they are 3 years old."

"Church groups often maintain their own schools, which they finance all by themselves."

"The schools sponsor many sports activities and they provide excellent facilities for this. There exist football conferences and other leagues where only universities can play against each other."

"They put more emphasis on social studies than on natural sciences."

"Male students have the opportunity of combining military training with a university education. You don't have to break off your studies temporarily for compulsory military service. You can do both things simultaneously at the university. The students attend lectures and afterwards they go and do field training."

Parent/Teacher Relations, Public Interest in School Affairs

Favorable Dissemination (4%)

"Cooperation between parents and teachers is exemplary. American parents are far more interested in school affairs than German parents. PTA meetings are well attended and are much more frequently held than in Germany. Really practical work is done by them on behalf of children and schools."

"I pointed to the good cooperation between schools and communities."

Unfavorable Dissemination (*%)

"School affairs are more strongly influenced by the social standing of the parents who more or less set the tone. I was told by a school principal that it was impossible for him to employ a colored teacher because the parents of his students, coming from Jewish and good middle-class circles, wouldn't hear of it."

Indeterminate Dissemination (*%)

"I mentioned the parent/teacher associations."

Free Choice of Subjects

Favorable Dissemination (4%)

"The free choice of subjects is an excellent thing. In Germany you have to study all subjects, whether you like them or not, whereas in America you can select those subjects which will prepare you for your future occupation, it's much easier for a student to find a course of study that suits his personality."

"I pointed to the free choice of subjects in addition to those which are obligatory. There's no need to bother with themes that do not interest you and which you will never need in life, or to fail in an examination because of them."

Unfavorable Dissemination (2%)

"It means giving too much freedom to a child to let it select its subjects, I'm against allowing children to do what they like."

"When taking their choice of subjects students will naturally select those which are easiest to master. The free choice should be left to older students."

Indeterminate Dissemination (3%)

"I mentioned the free choice of subjects."

"I pointed to the fact that students at high schools have more freedom to decide the course of their education."

The Teaching Profession

Favorable Dissemination (3%)

"The majority of teachers is very efficient and well-educated."

"I regard the university education of teachers as exemplary, I'm all for more ample opportunities for them to continue their professional training."

Unfavorable Dissemination (2%)

"Teaching is poorly paid and, therefore, often done by women who regard it merely as a temporary job before marriage. As to the methods employed, the professional training of teachers is not too good. As regards knowledge, they are not so very far ahead of the children and just cling to their textbooks."

"I pointed to the low pay rates for professors compared to the money businessmen make. Also to the rather low prestige intellectuals enjoy, their social importance is not seen in the proper light. Owing to wrong democratic ideals there exists a certain fear of an intellectual and political elite."

Indeterminate Dissemination (2%)

"I mentioned that teachers use the long summer vacations for the continuation of their professional training."

"It was interesting to note that teachers, especially those at elementary schools, are not under the direct control of government authorities, but are employed by the community. This shows that more importance is attached to their adaptability than to their professional qualifications."

Extent of Regulation in University Life

Favorable Dissemination (4%)

"At first I couldn't get used to it, but I think it's quite all right if you're kept on your toes so that you can't get lazy, especially in my field of study there's always the danger to take things too easy."

"Owing to the strict regulations at universities, students learn much more than over here."

Unfavorable Dissemination (8%)

"It struck me that students have so little freedom. The treatment of students is or was, from the German point of view, unbearable. It won't be considered that, after all, students are old enough to realize that they have to learn for their profession and to build up their future."

"The lack of freedom for students is a disadvantage since it jeopardizes independent thinking."

"All things considered, I find that there is too little freedom for students and that they are treated as if they were in the last grades of a secondary school. High school students enjoy great independence, whereas at colleges regulations are very strict. I think that these rigid educational methods are employed rather late, considering the age of university students."

"I mentioned that there is a roll-call at the beginning of lectures and that you are compelled to read a certain number of pages in a textbook which seemed rather strange to me."

Indeterminate Dissemination (9%)

"The college system corresponds to that of our secondary schools. You are told what to read and later you have to learn it by heart."

"I mentioned that at universities a school-like instructional system is applied, whereas high school students enjoy much more freedom and independence."

"There is no 'academic freedom' in our sense of the word, which means freedom for students."

Educational Level, Standard of Schools and Universities

Favorable Dissemination (4%)

"The general education of widest circles of the population is better than in Germany."

"I pointed to the higher level of overall knowledge, even among young people."

Unfavorable Dissemination (16%)

"There's often a lack of general knowledge."

"School education is more superficial than over here, and thus the level is lower."

"I mentioned that talented children don't make much progress if all children up to the age of 16 get the same kind of education."

"When comparing the American to the German school system, I got a negative impression. The American school system doesn't provide education in our sense of the word, one could almost call it a 'semi-education'."

"High schools are the worst of all. Compared to our high schools children over there learn almost nothing."

Indeterminate Dissemination (9%)

"I mentioned that over here secondary schools provide a good general education whereas American high schools tend to promote specialization."

"I mentioned that the intellectual standards of universities and high schools vary in an unbelievable manner. That in some of them you learn almost nothing, whereas certain others provide a good general education."

"Universities maintain a certain standard. That of Princeton and Columbia is rated higher and is superior to that of other universities."

"I pointed out some technical differences in the educational systems. The standard of universities varies."

Other Mentions

Favorable Dissemination (6%)

- "I held lectures which showed that I'm 100% for the American educational system."
- "I feel that their school system, as I experienced it, is good, and I reported about it accordingly."
- "I was struck by the friendly attitude of the American students towards us German students."
- "It is a good thing that American students work their way through college by dishwashing and that nobody thinks the worse of them. Most students work through the summer vacations to finance their studies or to get practical experience."

Unfavorable Dissemination (3%)

- "As a negative impression: Women with their strange notions. They are very keen on getting married, these female students."
- "In any case, I'm positively sure that our school system is much better. If you want to learn something things can't be done the way they are doing it."

Indeterminate Dissemination (21%)

- "It struck me how the question of the individual student's financial situation is settled at the university of Princeton. Although Princeton is a college for the children of rich people, students try to earn some extra money during terms."
- "Most students are working their way through college."
- "I made general comments about American schools."
- "I talked about the Groton School that counts among its alumni men like Dean Acheson."
- "I wrote a paper about the theme: Relations between male and female students in the U.S."
- "I held slide lectures about my personal experiences in schools and when traveling."
- "I talked about the difference between political and social conditions in America and in Europe."

CULTURE
(Students)

	<u>Net Gain in Dissemination</u>	<u>Favorable Dissemination</u>	<u>Unfavorable Dissemination</u>	<u>Indeterminate Dissemination</u>
Extent and Level of Musical Culture	23%	30%	7%	7%
Facilities and Interest in Cultural Education	20	21	1	2
Museums, Exhibitions, Libraries	18	18	*	2
Extent of State and Private Support	8	9	1	2
Literature, Bookselling and Press	7	10	3	3
General Level and Interest	6	16	10	11
The Role of Churches and Religious Communities	5	5	*	2
Creative Arts, Architecture and Interior Decorating	3	6	3	4
Cinema, Radio and Television	- 2	2	4	5
Drama and Opera	- 8	9	17	5
Other Mentions	1	2	1	3

* Less than one half of one per cent.

CULTURE

"Could you tell me something about your impressions and experiences in this field - America's cultural life - (especially things which have struck you as being essential and interesting?)"

"Have you had a chance to mention your American experiences (that which you have seen) in this area in conversations, discussions, lectures or publications?"

"What did you mention?"

Extent and Level of Musical Culture

Favorable Dissemination (30%)

"I mentioned their extraordinarily great love for music. They have a predilection for classical music, for Wagner. Also the lively activities of amateurs who themselves stage many concerts."

"I was greatly impressed by the wonderful qualities of the great American symphony orchestras. All concerts are extremely well attended and our great German composers are often on the program as on the whole Americans greatly favor classical music over all other kinds."

"Americans cultivate music in all its forms. I believe I found a greater interest in classical music there in the United States than exists over here. They even manage to make serious music out of jazz. The kind of music they call jazz over here has actually very little in common with the original America Jazz."

"Americans are much keener on engaging actively in music than people over here."

"There exists a great demand for gramophone records with good serious music. Thank God they don't only have jazz over there."

"I think it wonderful that so many cities have the ambition to build up a symphony orchestra of their own."

Unfavorable Dissemination (7%)

"They are apt to make a program out of completely incongruous pieces of music, a practice which I frequently found in bad taste. When I listened to a symphony orchestra once, they played for example music by Wagner and right afterwards the French popular tune 'La vie en rose.' I often came across that type of thing when I attended major concerts. Those things are completely unharmonious."

"There is pitifully little of a musical life in the form of concerts, and the programs are often badly put together"

"The great majority of people, as far as music is concerned, are stuck in romanticism. There is a lack of genuine feeling, everything is exaggeratedly pompous. They make no great efforts to arrive at a faithful interpretation."

"As an unfavorable point I had to mention the frequent degradation of classical music by transforming it into jazz, they'll think nothing of turning Brahms or Mozart into jazz."

Indeterminate Dissemination (7%)

"You had ample opportunities to hear really good concerts, but people take relatively little interest in them."

"Americans consider jazz music as a contribution to culture, which came out of their own country."

"Their conception of music is elementary in character, they want music to appeal to their emotions and they disapprove of complex spiritual music."

"They have a lot of women in their orchestras."

Facilities and Interest in Cultural Education

Favorable Dissemination (21%)

"How hard the schools are trying to arouse in the new generation an interest for the matters that transcend everyday life! There exists no school, no university where you don't have the opportunity to listen to recordings of classical music, to borrow all modern and classical works of literature from the libraries and to pursue all ambitions imaginable in the cultural field."

"There exists a genuine interest in cultural problems among wide circles of the student body, no matter what their special subject may be. Cultural life seems to be centered around the universities, except for the big cities. It is gratifying to notice that, in contrast to Germany, many people actively participate in the fields of music, drama and literature."

"I mentioned that discussions as well as workshop groups are open to all students. They do a lot to make it possible for you to get a wellrounded education. As to adult education: this, too, is a positive trend which is to the credit of all American citizens."

"Children in the USA get a really good art education, especially in the fields of music and painting."

"Cultural activities also are sponsored by church communities. There is much to recommend this, because cultural problems can very well be solved among the congregation in the light of religious tenets and concepts."

Unfavorable Dissemination (1%)

"At the schools, clubs and among church-groups you can find amateur theater groups, whose offerings are nowhere on par with European cultural demands. They are too primitive and they go in too much for fleeting effects."

Indeterminate Dissemination (2%)

"The schools follow a policy of getting young people to participate in cultural activities, at the colleges they have record-playing rooms and orchestras as well as bands. In spite of this the group of young people who are genuinely and seriously interested in the fine arts constitutes a small minority."

Museums, Exhibitions, Libraries

Favorable Dissemination (18%)

"Museums are enormously well equipped and very numerous and it's quite easy for the masses to visit them. They are generously endowed and well stocked. People visit them much more often than over here in Germany. Americans, on the whole, are much more interested in museums, galleries, historical exhibitions and the whole field of history of art."

"The enormous wealth of art treasures, especially of modern art, has kept me spellbound."

"Large sums are spent on museums and libraries. There you can borrow books as well as records. There are travelling exhibitions which get even to the remotest part of the country. They do everything in their power to offer a great many things to the population in this field, and Americans take a greater interest in these matters than is generally believed over here."

"I mentioned the excellent libraries. The intercollegiate library exchange functions smoothly."

Unfavorable Dissemination (*%)

"I was disappointed by the museums, everything is haphazardly thrown together, most of them are too big, consequently so many different impressions tumbled down on me that I couldn't master them all. Furthermore, I found that they put too much emphasis on the most modernistic of artists."

Indeterminate Dissemination (2%)

"I visited museums at Boston and New York City."

Extent of State and Private Support

Favorable Dissemination (9%)

"I was greatly impressed by the substantial support given to cultural institutions by private groups. Museums, universities, art collections and libraries equally profit by this. Private initiative is the most important factor."

"The big industrialists patronize music and painting especially which is something which I would also like to see German industrialists do."

"I was surprised at how generously equipped their public libraries are. They have much better opportunities since there are ampler funds available from private donations. I'm thinking of Rockefeller, for example. These private donations make it possible to set up these libraries in the first place. You can use all their facilities free of charge."

"I mentioned the fact that you can participate in cultural life over there even if you have little money to spend: public concerts, free admission to museums, and so forth."

Unfavorable Dissemination (1%)

"I mentioned with regret that really great cultural institutions like the NBC Orchestra don't get any support in the form of state subsidies. This is one of the disadvantages of their individualism, for theaters and other cultural institutions are only maintained by private groups, and they can just as well go bankrupt for all the state cares. This is in marked contrast to Europe."

Indeterminate Dissemination (2%)

"All cultural institutions are financed by private people."

Literature, Bookselling and Press

Favorable Dissemination (10%)

"Their modern literature can stand comparison with that of any other nation."

"I have a high opinion of modern American literature, especially of Ernest Hemingway: his novels are realistic, life is depicted as it is, but nevertheless they are first-rate literature. I have also a great admiration for writers like Thornton Wilder who have attained a more refined intellectual level."

"American authors command a most excellent and forceful language."

"The average American reads a lot of good books, I noticed that Americans bought a tremendous number of paperbound editions of the 'Iliad' and the 'Odyssey.' They make great efforts to publish good and inexpensive books."

"I found that Americans, especially the students, generally read more than we do."

Unfavorable Dissemination (3%)

"The quality of books over there is poorer than in our country, the average American reads more comic books, war stories parading sensations and trashy novels."

"I mentioned the fact that American college students usually only read those books they are required to read in connection with their studies. Even educated Americans are often not very well versed in world literature, sometimes they know less about it than the average European. I noticed that the students have heard of Shakespeare, but even Schiller and Goethe are not very well known over there."

Indeterminate Dissemination (3%)

"Americans don't think much of their own literature. Hemingway is passé, he is not much talked about nowadays, he was in vogue during the twenties, and the same goes for Faulkner."

"I mentioned the fact that Americans are not as zealous bookreaders as we Germans are. During conversations it happened time and again that people said they had heard of certain books but they had not read them. To make up for this, Americans read a lot of periodicals which are often quite excellent, and they are also great newspaper-readers."

General Level and Interest

Favorable Dissemination (16%)

"I found it necessary to tell off especially those people who always depict America as being devoid of all culture. I told them that people over there are not resting on their laurels, but that they make honest and energetic efforts which will undoubtedly show good results one of these days."

"It is completely without justification if people call America a country without any culture. The fact is that there is not much difference between people in the USA and Germany since the activities of culturally and intellectually interested circles come into their own over there just as well as in our country."

"I mentioned that in the course of the next few years America will, in my opinion, make substantial and stimulating contributions in all fields of culture. As soon as the process of assimilation of occidental cultural values has been completed, this country will exert a fructifying influence on the rest of the world."

"I mentioned the fact that cultural life in the United States is developing more and more, whereas it is merely struggling along over here."

"I mentioned the high level of all activities in the cultural field. I found that although cultural life in the United States is not as extensively and clearly outlined as it is in Europe, it makes up for this by being more vigorous and more genuine in character."

"Americans take a vivid interest in all sectors of cultural life and many of them participate in cultural activities."

Unfavorable Dissemination (10%)

"It seemed to me that culture in the United States is something that is governed by the principles of political economy like output and demand. Culture is not very much in demand, the output is consequently very low."

"I failed to come across any really significant cultural life in many of the big cities. Only a handful of Americans have a really heartfelt concern for cultural values. The majority of Americans remains on the cultural level of movies."

"At the moment it is fashionable in the United States to take an interest in culture, but it is by no means a heartfelt concern for Americans. It is a hasty effort to make up for lost time. The results are pitifully poor, for you cannot build up a culture in a hurry, nor can you quickly learn how to do it."

"Their intellectual life is rather meager. The humanities are distorted by too much generalizing and thus they are deprived of their inherent values. There are only few people who exercise original thinking."

Indeterminate Dissemination (11%)

- "Americans don't differentiate between culture and the modern achievements of civilization. For them civilization is culture. Technical achievements are numbered among cultural values."
- "All strata of the population are interested in it and there is a wealth of different cultural currents. But people often make no difference between great culture and cheap trash."
- "Americans are often considered to be cultural paupers, but that is not true. Everybody has the chance to participate in cultural activities. But I noticed that they often attend cultural events only for the sake of being able to talk about them later on."
- "I talked about the substantial influence of Europe on American culture."
- "In the East there exists an older culture which is strongly influenced by Europe. In the West, the Middle West and the South a peculiarly American culture is emerging."

The Role of Churches and Religious Communities

Favorable Dissemination (5%)

- "I noticed that Americans are usually more strongly attached to their church than we are. They go to church more regularly and all of their social life especially in small towns is always in close contact with the church."
- "I mentioned the fact that there is more religious tolerance and that the church is more in touch with real life than over here. American clergymen are much more sociable, less prejudiced and they do not hesitate to lend a helping hand here and there."
- "The church belongs to the whole community and is regarded as its center, along with the school. Church life on the whole is quite active. There usually exist many church-sponsored clubs, for married people as well as for children. The churches give a lot of help to poor people. As a rule, the minister is employed by the congregation, he is not on the payroll of the state, like he is in our country. This results in a better relationship between the minister and his congregation and it shows good results."

Unfavorable Dissemination (*%)

- "I found that a minister only preaches in such a way as to please his congregation - this is because he depends on the church members in all material respects."

Indeterminate Dissemination (2%)

- "People spend much more of their leisure time participating in the activities of various church groups. The people I met felt very closely affiliated with the church, But this is more due to social than to religious considerations."
- "I made special mention of the church and the many sects. Also the frequent splits and the forming of new groups which continually happens because of various religious issues cropping up. In my opinion, ethical considerations are of primary importance in this respect. But a split will also occur often on the grounds of purely formal or unimportant arguments."

Creative Arts, Architecture and Interior Decorating

Favorable Dissemination (6%)

"As far as the applied arts are concerned, Americans display a creative and spontaneous modernity."

"You scarcely find over there the ugly rows of identical houses like you do over here. There are many public parks and wide squares and all of this has been carefully planned. Their architecture is soberly devoted to a certain purpose and they have excellent interior decorating."

"In the field of architecture you could very well observe the struggle for a style of their own. After a period of twenty years, during which they built nothing but abominations, garish and worthless stuff, they seem to have developed a style of their own now, just think of the university buildings at Chicago and New York City."

Unfavorable Dissemination (3%)

"They have no understanding of art and they are not greatly interested in it either, especially modern art in the form of painting and sculpture. You see a lot of tawdry trash in pictures as well as buildings, architecture in America is to a great extent only an imitation of older building styles which have been atrociously mixed together. They don't have a genuine church style of their own. Banks look like Greek temples, railroad stations are garish with a lot of stucco."

"In the field of creative arts they are not productive at all, the Americans themselves are aware of the fact that there are other nations which are noticeably more advanced in this respect."

Indeterminate Dissemination (4%)

"I mentioned the fact that I gradually got accustomed to the American taste in interior decoration and housebuilding."

"It is amazing how closely they stick to the Greek and Roman styles in architecture."

Cinema, Radio and Television

Favorable Dissemination (2%)

"Radio and television bring first-rate programs even to the remotest cabin, which is a wonderful thing."

"I was greatly surprised about the good quality of their films, it seems as if they only export their trash to foreign countries."

Unfavorable Dissemination (4%)

"American films have little to offer to me. They cater to the taste of the masses and they are all very meaningless. I would say that American films, on the whole, are of a very low standard."

"Radio and television are not worth much, most of the radio stations only broadcast hit tunes, schmaltzy soap-operas and commercials, even good programs are interrupted by commercials. People over there only use the radio as a background noise."

Indeterminate Dissemination (5%)

"All cultural emphasis rests on the movies and on television."

"The films have the effect of creating uniformity in thinking, but at the same time they contribute toward holding the American states together and they are partly responsible for the homogeneity of American culture."

"The fact that they number films among modern art and that the film industry is closely watched over."

Drama and Opera

Favorable Dissemination (9%)

- "I saw some first rate theater productions on Broadway which could easily compete with the best in German theater."
- "I talked about my experiences when I attended theater performances over there and the superior acting abilities of American artists."
- "I saw a wonderful performance of 'Tannhaeuser' at the Metropolitan Opera in New York. I was surprised at the great interest people over there take in such musical works."
- "Their present-day musicals are incredibly good, 'Oklahoma,' for example, is just grand."

Unfavorable Dissemination (17%)

- "It made an unfavorable impression on me when I noticed that only a few people take an interest in good theater, especially among the educated classes, I didn't find a great interest in the theater. In a lot of cases people who go to the opera only want to show off."
- "Good theaters are sorely lacking everywhere. Three theaters will do for a city of the size of New York with almost 8 million inhabitants."
- "Theatrical life is terribly in the doldrums. It's practically impossible to see a classical play, Shakespeare, for example, at Boston or New York."
- "It is regrettable how feeble theater life is over there. There is no clear line in their programs and this disturbed me. Theater performances in provincial parts of the country were very bad as a rule. Plays that called for deep thinking were nowhere popular."
- "There is no pulsating theatrical life and there is far too much emphasis on 'musicals.' I see little chance for the stage to take a hold in rural or provincial areas, for these regions have already been conquered by the movies and television."

Indeterminate Dissemination (9%)

- "In Seattle, in spite of the city's size, you didn't have a single permanent theater. But all the troupes that do come to Seattle are excellent."
- "In smaller cities there are small theaters that offer only seasonal programs. Their performances cannot be rated very highly which is due to the low demands of the theater goers there. They want fun and entertainment and not the best in theater."
- "There exist many amateur dramatics groups."
- "I mentioned the great importance of the square-dancing groups, even in the smaller towns."

Other Mentions

Favorable Dissemination (2%)

- "Advertising in the USA has become sort of an art of its own."

Unfavorable Dissemination (1%)

- "Their social activities, which are held without or nearly without alcoholic drinks, just as well as marriage ceremonies, in my opinion, lack something which is an expression of culture, and also the fact that they lack a sure feeling for style becomes evident in the way they dress."

Indeterminate Dissemination (3%)

- "In a few cities like Boston and Philadelphia I was struck by a love for tradition which strongly reminded me of England. How they choose their friends, their behavior when having company and the furniture they had inherited, and which had sometimes been brought over from Europe, and of which they were most proud, all of this was unique."

PRESS
(Students)

	<u>Net Gain in Dissemination</u>	<u>Favorable Dissemination</u>	<u>Unfavorable Dissemination</u>	<u>Indeterminate Dissemination</u>
Reference to Specific Press Outlets	12%	12%	*%	3%
Technical and Organizational Features	6	6	-	2
Objectivity in Reporting	5	7	2	-
Freedom of Opinion and Independence	2	5	3	1
The Extent of Facilities	2	2	-	4
Role and Impact in American Life	1	4	3	3
Methods of Financing	1	3	2	1
Attitude of Government Agencies and Public toward the Press	1	1	*	*
The Role of Advertising	- 1	1	2	4
Methods of Presentation	- 1	3	4	8
Level and Content	- 10	3	13	12
Other Mentions	1	1	-	1

* Less than one half of one per cent.

PRESS

"Could you tell me something about your impressions and experiences in the field of the American press (which things especially struck you as being essential and interesting - which differences did you notice between the U.S. and Germany in this particular area?")

"Have you had a chance to mention your American experiences (that which you have seen) in this area in conversations, discussions, lectures or publications?"

"What did you mention?"

Reference to Specific Press Outlets

Favorable Dissemination (12%)

"The Sunday supplement of the "New York Times" is one of the best publications I know, if you buy a copy, you are provided with reading material for a whole week. Also excellent are "Life", "Time", "Science Weekly" and the "New Yorker"."

"I pointed out that political news magazines such as "Time" are an especially positive feature in the field of publications."

"Some pictorials, such as "Life", deserve special mention. No magazines of such superior quality are offered in Germany. And as to scientific periodicals, large sums are made available for publishing them even if it's clear that they won't yield a profit."

"I was impressed by a newspaper published by college students which had a remarkable level."

"An interesting feature of the publishing sector is that every college prints a paper of its own so that every college student has the chance to work as a journalist."

Unfavorable Dissemination (*)

"Excepting "Life", American magazines and pictorials are primitive."

Indeterminate Dissemination (3%)

"I pointed to the important role such weeklies as "Time", and "News Week" play."

"You can buy the German edition of the "Staats-Herald" everywhere in New York."

Technical and Organizational Features

Favorable Dissemination (6%)

- "I was impressed by the fact that at the colleges journalists receive a most thorough training."
- "High-standard newspapers maintain a staff of specialists, and thus they are in a position to cover all fields most efficiently."
- "A very large number of newspapers buys the service of news agencies; the advantage of this system is that also small papers can afford to print articles by recognized journalists."

Unfavorable Dissemination (0%)

Indeterminate Dissemination (2%)

- "The American press is less centralized than it is in Germany."
- "American journalists are a little more robust and much tougher in tackling their jobs, many of today's leading newspapermen have learned the techniques of journalism like a trade."

Objectivity in Reporting

Favorable Dissemination (7%)

- "The large papers are good and objective, especially in their political reporting and only during the period before elections there is some tendency toward propaganda. Besides, their fairness even toward people with different political views is admirable."
- "I mentioned the objectivity of the press and said that German newspapers should take it as their model."
- "I was favorably impressed by the fact that some newspapers print very extensive and objective factual stories. These pieces are straight reporting and do not contain editorial opinion. Editorials are offered in special columns in the same paper."

Unfavorable Dissemination (2%)

- "I mentioned the notable lack of objective political information."

Indeterminate Dissemination (0%)

Freedom of Opinion and Independence

Favorable Dissemination (5%)

- "I was rather impressed by the fact that the freedom of the press is strictly observed."
- "The press enjoys greater freedom over there than here."
- "The press over there has no ideological ties - which is very good."

Unfavorable Dissemination (3%)

- "I found that American newspapers are even more dependent upon the people who provide the money than our German newspapers. I was unfavorably impressed, especially during the election campaign, to find that about 90 per cent of all newspapers carried on an extensive propaganda campaign for the Republican party and still claimed to be non-partisan, independent papers."
- "Freedom of opinion was not observed to the extent I had expected. Even a good newspaper will hesitate to state its views too openly."

Indeterminate Dissemination (1%)

"People often mentioned that the large newspapers are closely connected with certain political groups, but I have not been able to find out enough about this to verify these statements."

The Extent of Facilities

Favorable Dissemination (2%)

"There is a remarkably large number of newspapers - even the smallest village has two. The fact that there are so many newspapers is gratifying."

"Circulations are high, I am in favor of large editions."

Unfavorable Dissemination (0%)

Indeterminate Dissemination (4%)

"There are very many newspapers."

"I mentioned the large editions of many daily newspapers."

"I explained that there are many newspapers, periodicals and publications of all kinds."

Role and Impact in American Life

Favorable Dissemination (4%)

"To a much greater extent than in Europe the press serves as an instrument of public education."

"In spite of its shortcomings, the press is a power which exercises a stabilizing influence on the American public."

Unfavorable Dissemination (3%)

"To me the strong influence American newspapers exercise on public opinion is a negative factor. On account of the naive belief of the Americans in the authority of science they are convinced that an article must be absolutely true if only it is written in a popular scientific vein."

"From the educational point of view I consider the comics to be extremely dangerous."

Indeterminate Dissemination (3%)

"The press has a strong impact on the life of the Americans. For many Americans the opinions expressed by their paper are the gospel."

"In America the press is an instrument with which public opinion is shaped."

Methods of Financing

Favorable Dissemination (3%)

"The American press operates with generous funds, it's in a position to do so as it has much ampler means at its disposal due to the thriving ad business."

"I mentioned that in the U.S. you can buy excellent newspapers for little money."

"Good periodicals are available at low prices, I liked that fine."

Unfavorable Dissemination (2%)

"All the newspaper publishing houses are interested in is to make money."
"The concentration of newspapers in newspaper chains has an unfavorable effect. Sometimes you hear people in the States say: 'This newspaper is bought,' which means that a certain group - a certain clique, I mean - finances the paper,. These cliques are power groups, sometimes they have a political, and sometimes an economic background."

Indeterminate Dissemination (1%)

"The press has more of a private character than in our country, its main source of income is the ad business."

Attitude of Government Agencies and
Public toward the Press

Favorable Dissemination (1%)

"Americans write more letters-to-the-editor which proves their keener interest in the press."
"Close contact between the public and the press."

Unfavorable Dissemination (*%)

"Every president must buy the press, so to speak - in order to get publicity he must woo the press."

Indeterminate Dissemination (*%)

"I noticed that the American reader gradually develops a feeling of attachment toward his paper."

The Role of Advertising

Favorable Dissemination (1%)

"Nobody can beat the Americans in effective advertising."

Unfavorable Dissemination (2%)

"There is so much advertising, it is most unpleasant - you have to pick out interesting news from among the ads."
"I didn't read the papers very often because they just contained too many ads for me."

Indeterminate Dissemination (.4%)

"I mentioned the important part played by advertising."
"In the newspapers often 24 to 30 pages with small ads are included."

Methods of Presentation

Favorable Dissemination (3%)

"The arrangement and makeup even of a plain newspaper reveals the high standard of American journalism."
"The Americans are more skillful in arranging their articles and, in general, write more clearly."
"The fact that the latest news can all be found on the front page is quite a good thing."

Unfavorable Dissemination (4%)

- "I mentioned the remarkable waste of paper, the constant use of superlatives, the frequent exaggerations, even the makeup is overdone."
- "The headlines mostly cover local news. On some other page somewhere inside the paper you find international affairs. Owing to the size of American newspapers, it takes some time to read about current political developments. After that either your time for newspaper reading is up or you are mentally tired. From reading German newspapers I had been used to glean international developments from the headlines, that's why I think the makeup of American newspapers is unsatisfactory."

Indeterminate Dissemination (8%)

- "American newspaper articles are entirely different from ours in composition."
- "I mentioned those many pictures - especially of pretty girls. This may appeal to Americans, but is less suitable for German readers."
- "The most important, the essential difference is that American newspapers print their editorials on the last page which indicates that they attach little importance to them."
- "The bulk and size of some newspapers is colossal, you could almost call them books."

Level and Content

Favorable Dissemination (3%)

- "The literary level, the cultural standard of the entire press is very high."
- "American dailies may be counted among the world's best on account of their high journalistic standards."

Unfavorable Dissemination (13%)

- "Summing up, I think one may well say that the level of the American press is lower than that of the German press."
- "The standard of most American papers is pretty low."
- "Not counting the few exceptions, American newspapers are pretty bad."
- "I did notice that cultural aspects are given inadequate attention, as a rule."
- "I'm sorry to say that the popularity of the comic strips seems to be increasing."

Indeterminate Dissemination (12%)

- "The level of the large papers is high, but that of the small papers is deplorably low. There is hardly any difference between their large 'quality' papers and our German papers of the same class."
- "It is true that the smaller papers, that is the small-town newspapers generally are not too well informed on foreign policy but, on the other hand, they are very well informed on internal policy and even more so on local events."
- "I mentioned that local reports, sports and comics receive top play, and not politics."
- "The reports on local events are always very detailed. I doubt, whether this is always pleasant for the people involved, but the articles are interesting and read well."

Other Mentions

Favorable Dissemination (1%)

"I found that we could adopt a lot of good things from the American press."

Unfavorable Dissemination (0%)

Indeterminate Dissemination (1%)

"A German visitor must understand that he has a weakness which can be considered a national characteristic, that is, he always weighs whether a thing is better or worse than in his homeland, that's a wrong way to go about it. The American press, as well as all other institutions, reflect the American mentality, after all, so they are bound to be different. That's why the press, too, will be different from ours in every respect, I tried to make my listeners understand that."

SOCIAL PROBLEMS
(Students)

	Net Gain in <u>Dissemination</u>	Favorable <u>Dissemination</u>	Unfavorable <u>Dissemination</u>	Indeterminate <u>Dissemination</u>
Class and Class Consciousness	16%	22%	4%	8%
Standard of Living	11	15	4	3
The Negro Problem in the North and Other Specific Areas (Except South)	4	8	4	3
Negro Opportunity and Achievement	2	7	5	1
Way of Life and Outlook on Life	2	3	1	2
Emphasis on Private Efforts and Responsibility	2	3	1	1
Employer/Employee Relations	2	2	-	1
Working Conditions - Attitude towards One's Job	2	2	-	2
Private and General Welfare Services	2	2	*	*
Organization and Role of Trade Unions	1	2	1	2
Relations between Management and Unions	1	1	-	*
Attitude toward Religious Groups	- 1	1	2	1
The Racial Problem in General	- 1	4	5	10
The Status of Other Racial and National Minorities	- 2	4	6	7
Social Services and Social Legislation	- 4	3	7	4
The Negro Problem in America Generally	- 8	3	11	9
The Status of the Jews	- 11	*	11	1
The Negro Problem in the South	- 16	1	17	4
Other Mentions	0	1	1	3

* Less than one half of one per cent.

SOCIAL PROBLEMS

"Could you tell me something about your impressions and experiences in this field - America's social problems - (especially about things which have struck you as being essential and interesting?)"

"Have you had a chance to mention your American experiences (that which you have seen) in this area in conversations, discussions, lectures or publications?"

"What did you mention?"

Class and Class Consciousness

Favorable Dissemination (22%)

"There is no such thing as a caste spirit in the U.S. as there is in our country where some people feel they have certain prerogatives due to their birth."

"As to class problems, that caste spirit that's so marked in some circles in Germany simply doesn't exist in the U.S."

"It struck me that a much broader section of the people are awake to the fact that all men are equal."

"I mentioned that the Americans don't have such a depressing class complex as people in our country often have."

"I talked about social relations explaining to people that a college graduate will greet a street cleaner in just as friendly a manner as he would greet President Eisenhower. When riding on a bus you don't notice any difference between rich and poor people. Also at college this distinction isn't made, it doesn't matter what background a student has or what occupation his father follows."

"What impressed me most favorably was that a highborn lady didn't mind earning her living as a laundress."

Unfavorable Dissemination (4%)

"Class differences are very marked, conditions remind you of how things were in our country around the year 1900, this goes especially for the cities of Boston and Baltimore."

"It was an unpleasant surprise for me to find that a person's social standing depends more on his worldly goods and his Cadillac than on his educational background."

"I noticed that the fraternities in the U.S. are open practically only to the well-to-do, and in that way social differences are created among the college students."

Indeterminate Dissemination (8%)

"There are no sharp class distinctions, however, to some extent people are graded according to their income brackets. I feel that some sort of grading must exist, there simply is no classless society."

"I mentioned that class differences exist, but no class conflicts."

"The advantage of a classless society is that there will be no more class hatred and class struggle, while it has the disadvantage of furthering levelling tendencies."

"As the members of the propertied class keep strictly to themselves or conform to the way of life of the others, this class hardly is instrumental in shaping public life in the individual states."

Standard of Living

Favorable Dissemination (15%)

- "The standard of living is two to three times higher than in Germany."
- "I mentioned that people in the U.S. have the chance to improve their standard of living by putting their shoulders to the wheel, it seems to me that everybody who is willing to work will get somewhere in the U.S."
- "The standard of living of American workers is considerably higher than that of workers in Germany. American workers can live comfortably on their wages, while German workers cannot afford so much."
- "The standard of living is considerably higher in the U.S., people share equally in the national income. The workers can afford to lead a much better life with the wages they get than most of their German counterparts."
- "Wages are so high in the U.S. that everybody can afford certain luxuries."
- "In Oregon, for instance, college students who worked as woodcutters during their vacations could earn so much money that they could live for a whole year and pay fees with their earnings."

Unfavorable Dissemination (4%)

- "I mentioned that the sharp social contrasts in the big cities had impressed me unfavorably. On the grand avenues there is great elegance, while in the slums there is squalor."
- "I observed that the poorer among the working people in the U.S. live under less favorable circumstances than German workers, I often pointed to this incomprehensible disproportion."
- "I pointed to the fact that brain workers, such as teachers, get an unfair deal in that they are underpaid."

Indeterminate Dissemination (3%)

- "The living standard of American workers is by far higher than that of German workers, many own cars and things like that. However, the stark social contrasts in the big cities impressed me rather unfavorably."
- "I talked about the standard of living of the American people."

The Negro Problem in the North and Other Specific Areas (Except South)

Favorable Dissemination (8%)

- "In the North the Negro problem is about to be solved satisfactorily. Youth groups invite young people of all races and nationalities to the settlement houses where they mix freely. I am convinced that the younger generation of the U.S. will settle this problem once and for all."
- "It struck me that, above all, in the North and in the West, an ever-growing tolerance is shown towards Negroes."
- "I mentioned that in the Northern states people showed a liberal spirit toward the Negroes."
- "In New York a Negro problem hardly exists. The fact that white people will accept the authority of a Negro cop just as well as that of a white policeman proves it."

Unfavorable Dissemination (4%)

- "Although they carry 'equality' on their banner, people don't live up to it. It's only in theory that they recognize equality of rights for Negroes, in practice nobody is willing to contribute towards the realization of this aim. The Negroes are still considered to be inferior people, especially in New York in those districts where both white and colored people reside, the white people make it plain that they think Negroes are second class people and in many residential districts to which Negroes move, it happens that the white residents leave."
- "Although the Negroes allegedly enjoy equality of rights in the North, the going will be rough for them if they dare to enter fields which according to the law are open to them, but from which the white people want them excluded."

(Cont'd on next page)

(Cont'd from preceding page)

I guess the reason for this is the fear of the white people that some day they'll have to recognize Negroes according to their social rank and that then the problem of internarrriages would become more critical."

Indeterminate Dissemination (3%)

"Racial segregation has partly been lifted in the North and in the Middle West."

"I talked about the position of the Negroes in the North - they are tolerated, but white people don't mix with them socially. I noticed that colored people like Europeans quite well, as a rule."

Negro Opportunity and Achievement

Favorable Dissemination (7%)

"I mentioned that nowadays Negroes may become civil servants. At colleges no prejudices against Negroes are encountered any more, the college career is open to Negroes."

"From the sociological point of view, Negroes enjoy equal rights, they are free to take up any occupation they favor. Within the last 20 years the Negroes have made enormous strides ahead. Today you find Negroes in key positions. We Germans are apt to think that the colored people lead a subdued life working in lowly positions."

"I mentioned that you meet highly intelligent people among the Negroes, and that much fewer Negroes fail at universities than whites."

"I pointed out that at colleges Negroes have the same chances as whites."

Unfavorable Dissemination (5%)

"Negroes are given an unfair deal, for then educational opportunities are limited, this impressed me unfavorably as I had heard so much about equality of rights."

"I met two Negroes who had to wait for 3, respectively 5, years until they were admitted to a dental school."

"Most top-notch positions are barred to Negroes."

Indeterminate Dissemination (1%)

"I talked about the racial problem devoting special attention to the educational angle,"

Way of Life and Outlook on Life

Favorable Dissemination (3%)

"I mentioned that generosity and readiness to help are characteristics of the Americans."

"A positive impression I have retained is that in human relations democratic principles are respected."

Unfavorable Dissemination (1%)

"I talked about family life in the U.S., that impressed me rather unfavorably, pointing out that women occupy a different position from women in Europe. They lay down the law, they chase from one club to the other hardly getting around to doing the things which housewives over here consider their job."

Indeterminate Dissemination (2%)

"I pointed up the differences in the outlook on life of Americans and Germans and told people what I considered the drawbacks of both systems and what my overall impression had been - in many respects it seemed that the most suitable way of life would be a middle course between American and German habits and practices."

"I mentioned that most American women hold down fulltime jobs, and all members of the family share in doing the household chores."

Emphasis on Private Efforts and Responsibility

Favorable Dissemination (3%)

"The government muddles much less in social affairs than in Germany. The Americans don't clamor so much for the government to take care of these problems as the Germans do, it's not congenial to the American mentality, people prefer to arrange these things on a private basis. I was favorably impressed by the American system."

"There is no state-administered social security system in the U.S. The Americans do not favor state-sponsored institutions. People take out insurances voluntarily and on a private basis, but these private institutions offer the same protection and care that's offered in Germany. The subsistence minimum is guaranteed, in any case, for there are enough charitable institutions. The churches and other organizations are active in this field."

"Americans are much more ready to donate money towards private welfare funds than Germans are. On the other hand, they have more pluck and first try to help themselves if something goes wrong. The American social welfare system is more effective than our government-administered aid programs."

Unfavorable Dissemination (1%)

"People aren't as well taken care of as they are over here by the State and this presents quite a problem. But this has its roots in the American outlook on life, their individualism, it's the maxim of the Americans to help themselves. Therefore most charitable efforts are private, there is no government-run welfare service. And those private agencies look first of all after their own people."

Indeterminate Dissemination (1%)

"What strikes you is that the idea of a welfare state goes against the grain of the average American, it hurts his pride to take alms, he prefers to work hard and to fend for himself."

Employer/Employee Relations

Favorable Dissemination (2%)

"Labor/management relations are much friendlier than they are over here, workers and employees feel they are part of the firm."

"I mentioned that boss and workers are on a more companionable footing in the plants than they are in our country."

Unfavorable Dissemination (0%)

Indeterminate Dissemination (1%)

"I talked about human relations between labor and management and compared them to conditions in Germany, pointing out the differences in the historical development."

Working Conditions - Attitude towards One's Job

Favorable Dissemination (2%)

"A positive trend - workers are independent and thus they display more initiative, they do not put up with so much as people over here do as they know they can find a good job any time."

"American workers always keep on the lookout for a favorable chance, they are quicker to seize an opportunity for making more money than Europeans are."

Unfavorable Dissemination (0%)

Indeterminate Dissemination (2%)

"An interesting thing in the U.S. is that you have a job and not an occupation, people start something new as soon as they have a chance to make more money, this is quite different from the practices in our country."

"I mentioned that working hours are shorter, but that the working tempo is punishing."

Private and General Welfare Services

Favorable Dissemination (2%)

"I came into contact with the Quakers for the first time and was quite favorably impressed to learn that they engage so actively in charitable work."

"The churches work very actively to relieve distress, kindergartens are established for children who live in slums."

Unfavorable Dissemination (*%)

"I mentioned what I considered a negative trend: that social welfare is poorly developed."

Indeterminate Dissemination (*%)

"The state does very little in the social welfare sector, it only issues meal tickets to needy families."

Organization and Role of Trade Unions

Favorable Dissemination (2%)

"I was very favorably impressed by the fact that the position the unions take on any given issue is entirely free from ideological sentiments."

"I warned the Germans that the influence of the unions may be detrimental if they pursue objectives which are none of their business, instead of attending to their proper tasks. The American unions in the North of the country do not meddle in foreign affairs which is entirely outside their realm."

Unfavorable Dissemination (1%)

"The unions exert too much power on the internal functioning of plants and shops. They exercise a considerable measure of pressure to make workers sign up as members, this may decide, for instance, whether or not a person gets a job. Nobody should be forced to do anything."

Indeterminate Dissemination (2%)

"I talked about the trade unions explaining how wage contracts are negotiated, what influence they have on working conditions, and so on. After the second world war the power of the unions became so great that the Taft-Hartley Act was passed."

"I compared the American unions with the German trade unions."

Relations Between Management and Unions

Favorable Dissemination (1%)

"If a problem arises, union and management will sit down together in the U.S. in order to find the best solution possible by negotiating a compromise. Both employers and unions try hard to get along and to work jointly towards stepping up productivity and thus towards increasing wages."

Unfavorable Dissemination (0%)

Indeterminate Dissemination (*%)

"The strong position of the workers has its dark sides and its light sides. The coal miners' union in Tennessee and Kentucky, for instance, opposed any wage cuts and held out until the mines could no longer compete in the market. On the other hand, I know of cases where a union suggested wage cuts in order to get over a crisis. The tobacco workers did this, for instance."

Attitude toward Religious Groups

Favorable Dissemination (1%)

"There is no discrimination against members of any faith."

Unfavorable Dissemination (2%)

"In the different states you find various degrees of intolerance in religious matters, a fact that surprises you considering the Americans' objectivity in other fields."

"I told people that you encounter a certain narrow-mindedness towards members of other faiths in the U.S. I met people who felt that anybody who wasn't a member of their own sect was on the wrong road and had to be rescued."

Indeterminate Dissemination (1%)

"I talked about the very different moral standards of Americans who actively profess a faith and those who have no religious ties, and how the two groups stand towards each other."

The Racial Problem in General

Favorable Dissemination (4%)

"I was deeply impressed by the fact that Americans in all walks of life contribute actively towards improving racial relations and that gradually the racial problem will cease to exist."

"It seems to me that the racial problem doesn't loom as large as people in Germany are apt to think, I received the impression that age-old prejudices and traditions meet head-on with sober reflection and human good will. I observed that the majority of Americans is ready to apply the principles of democracy also in this field."

Unfavorable Dissemination (5%)

"It's a weakness of the democratic system as applied in the U.S. that strong racial resentments may be evoked, for under this system everybody is free to vent his feelings indiscriminately."

"It struck me that even in the church sector it is impossible to unite different racial elements - so far as they haven't been assimilated in the American melting-pot - in a congregation, at least it was the case in those communities where I stayed."

"The racial problem is still critical and presents difficulties, I mentioned that racial minorities are distinct elements which are shut out by the rest of the population."

Indeterminate Dissemination (10%)

"I mentioned the racial problem."

"I told people that one must beware of trying to solve the racial problems rashly, one must go about it with patience."

"I talked about my observations in the field of relations between the various races in the big American melting-pot."

The Status of Other Racial and National Minorities

Favorable Dissemination (4%)

"It's remarkable how quickly immigrants are absorbed into the American nation, those many German-Americans have never had any difficulties in fitting into the American pattern of life, they have become Americans through-and-through in the course of time."

"I was very enthusiastic about the integration of groups of Baltic immigrants who have settled in Nebraska; although they've retained their distinctive character, they have adapted themselves completely to the way of life of their new country."

"The Americans have done their best to assimilate the minorities of Indians."

Unfavorable Dissemination (6%)

"I mentioned that Mexicans, Chinese and Japanese are considered second-class people in every respect."

"As to the ethnic minorities, I was rather disturbed by those programs in Hood River which were directed against Chinese and Japanese."

"I was surprised about the fact that even Italian immigrants are looked at askance."

Indeterminate Dissemination (7%)

"The racial and national minorities group together on their own. They often live in specific districts in the cities. The Indians, on the other hand, are settled on reservations, away from the big cities."

"I felt it was a pity that the Indians had adapted themselves to modern civilization, some having got rich through oil wells and the leasing of land, for they had thus completely lost their distinctive character."

"Germans are respected in the U.S., while Poles are despised."

"Japanese and Chinese aren't as well liked as Germans as they aren't such efficient workers."

Social Services and Social Legislation

Favorable Dissemination (3%)

"It seems to me that old age security is well provided for, everybody who works automatically is entitled to participate in the social security system."

"I mentioned that President Roosevelt has done a lot to promote social legislation."

Unfavorable Dissemination (7%)

"Compared to the achievements in Germany, American old age security is of a poorer calibre."

"The insurance system, above all, unemployment compensation, isn't as highly developed as in our country. I had a generally negative impression of the measures the state has taken to help the underprivileged."

"I wasn't satisfied with how the workers had fared when the social problem was settled. I received the impression that the German government had gone much further in attending to the interests of the workers by building up a social insurance system."

"Compared to what has been done in this sector in Germany, the problem of health insurance has been poorly solved in the U.S."

"I mentioned that social legislation is definitely insufficient."

Indeterminate Dissemination (4%)

"I mentioned that there is no social security system as we know it in Germany."

"A social security system as it's used in Germany and in England simply is unsuitable for the United States."

"The U.S. is not a welfare state like England, for instance, but some social laws exist. I'm thinking of New York."

The Negro Problem in America Generally

Favorable Dissemination (3%)

"I feel Europeans have an exaggerated idea of the much discussed Negro problem, they understand the facts, but they don't realize that the Americans are capable of settling this problem satisfactorily. I'm convinced that the problem has basically been solved, one must only grant the Americans some time to complete the integration of Negroes in the structure of American society. Just think of the school reform."

"The Americans sincerely try to solve the Negro Problem."

Unfavorable Dissemination (11%)

"To me racial segregation was painful, even in the Hitler state members of other races weren't treated so contemptuously and weren't slighted in social life."

"Although the Americans talk about freedom all the time, they treat Negroes as a third-rate people. White people don't mix socially even with highly educated Negroes and colored college students aren't asked to dance evenings. According to the law Negroes have equal rights, but there is a sharp dividing line in private and in social life."

"Negroes are abominably treated, they have to use the rear seats in street cars, and in a hotel I visited they didn't get service, all this produces an awful impression on foreigners."

"I mentioned that official quarters as well as public opinion approve of certain fraternities being barred to Negroes."

"It seems the Negro problem cannot be solved."

Indeterminate Dissemination (9%)

"I talked about the Negro problem."

"I was unfavorably impressed by individual acts of discrimination against Negroes, while I was favorably impressed by the candor with which the racial problem is discussed in the press and in literature."

"I talked about the whole complex of racial relations between white and colored people, as there is a trend toward improvement, I refrain from putting this point down as a liability for the United States."

The Status of the Jews

Favorable Dissemination (*%)

"There exists no longer an anti-Semitism as it could be observed some years ago. In the meantime Jews have been acknowledged in society, too."

Unfavorable Dissemination (11%)

"I was surprised to find such strong resentment against the Jews in the United States. I hadn't expected that."

"What strikes a German is that anti-Semitism is much more deeply rooted in the U.S. than in our country."

"I certainly was amazed when a hack driver in New York volunteered this view: 'The big mistake Hitler made was that he didn't liquidate enough Jews!'"

"In private circles I often encountered very fierce prejudices against the Jews which rather surprised me."

"I mentioned the practice of numerus clausus for Jews at colleges."

Indeterminate Dissemination (1%)

"I talked about the Jewish problem. In certain business circles people fear the Jews as competitors, but they never organize against them, people tend towards considering the individual case separately, not accepting generalizing prejudices."

The Negro Problem in the South

Favorable Dissemination (1%)

"I studied the racial problems in the South thoroughly and found that the prejudices you often encounter in Europe aren't actually borne out over there. I also learned in conversations I had with leaders of the colored people that attempts are being made to overcome the existing difficulties and that tensions aren't as severe as people in Europe are apt to think. I'm quite sure the racial problem will be solved in the near future, that in the U.S. at least it will soon belong to the past, while in other parts of the world restorative tendencies can be noticed."

Unfavorable Dissemination (17%)

"There is a sharp dividing line between black and white people, Negroes are looked down upon, in the South they are treated like sort of 'free slaves,' in churches, schools, restaurants and public conveyances, for instance, segregation is still enforced. I feel it would be a good thing if the present unfavorable balance were adjusted."

"In the South there is a wide gap between white and colored people. There are segregated waiting-rooms and schools, and in streetcars the Negroes have to take the back seats, which I feel is a shame. The Negroes in the South are more primitive and poorer than in other regions. It made me rather uneasy to meet some people who advocated brutal suppression of colored people, I even talked to a man who was in favor of lynch law."

"I had known that there was a gap between white and colored people, but I didn't think that it was so wide. In Virginia it was there for everybody to see. Only white girls were enrolled at the college where I was a student, it was out of the question to admit Negro girls. It was impossible for me even to meet some colored people. I mentioned that the Negroes have their own churches, movie theaters and waiting-rooms, or at least segregated seats; in busses, they must sit in the rear part, I felt the situation was pretty bad. At school you didn't realize that there was a difference between theory and practice, you only learned how things could be improved and it all sounded grand, but nothing is done about it, I can understand the attitude of Southerners, for the Negroes have been slaves for 300 years, after all, but I don't see how all this can be made to fit a democracy."

"Discrimination was much stronger and more noticeable than I had expected, especially in the South. When I wanted to pick up the purse an old Negro woman had dropped in a shop, an American colleague of mine brusquely stopped me from doing so and told me later on that a thing like that simply isn't done."

Indeterminate Dissemination (4%)

"I tried not only to describe segregation, but also to illuminate the reasons behind it so far as I could grasp them during a limited sojourn. You have to consider the conservative living style of Southerners who, on their part, make allowances for and respect the peculiarities and customs of the Negroes. I repeatedly found during my stay in the U.S. that also Negroes are strictly against intermingling between white and colored people."

"I found the Negro problem which is nonexistent in our country to be most fascinating of all. What struck me was that, as a rule, the intelligentsia not only in the North, but also in the South, is very open-minded toward the colored people and shows a pro-Negro attitude, while those groups of the population with a lower intellectual level generally show a negative attitude."

Other Mentions

Favorable Dissemination (1%)

"I felt the way the prisoners' problem has been solved was very interesting. The administration of prisons in the U.S. is exemplary, delinquents are treated like human beings and not just like prison inmates."

Unfavorable Dissemination (1%)

"I mentioned that the laws fighting criminals vary too widely in the individual states."

Indeterminate Dissemination (3%)

"The social problems are much more severe in the East than in the West, the reason for this lies in the more marked religious and racial contrasts."

"I mentioned that I was completely free to study everything I wanted to, favorable as well as unfavorable things were pointed out to me. I witnessed strikes, and I saw the most marvellous buildings in the big cities."

FILM
(Students)

	<u>Net Gain in Dissemination</u>	<u>Favorable Dissemination</u>	<u>Unfavorable Dissemination</u>	<u>Indeterminate Dissemination</u>
Film Production: Staging, Working Methods, Artistic Performances	4%	5%	1%	2%
Movie Theaters	2	4	2	6
Level of Technical Development	2	2	-	1
Objectivity in American Films	1	3	2	-
Censorship in America	0	1	1	1
Financial Situation and Organization	-1	1	2	4
Role and Impact of Films in American Society	-1	4	5	8
Level and Content of American Films	-1	12	13	13
Other Mentions	-1	1	2	3

FILM

"Could you tell me something about your impressions and experiences in this field - America's film industry (American films) - (especially about things which have struck you as being essential and interesting?"

"Have you had a chance to mention your American experiences (that which you have seen) in this area in conversations, discussions, lectures or publications?"

"What did you mention?"

Film Production: Staging, Working Methods, Artistic Performances

Favorable Dissemination (5%)

"If films can be judged by their staging, American films are doubtless the best there are."

" fine acting, as for directing, that's also very good."

"There is a greater number of really good actors than over here."

Unfavorable Dissemination (1%)

"The majority of actors is merely used as a box-office draw - Monroe will never make a Bergman. What can you expect from these people who get frequently divorced."

Indeterminate Dissemination (2%)

"One gets an idea of the hard work film actors do."

Movie Theaters

Favorable Dissemination (4%)

"Movie theaters are very well aired, they've devices to keep the temperature constant. If it's very hot outside, it's a relief to enter a movie theater, quite in contrast to here where it's just a sweating-cure."

"There are non-stop programs, theaters often are beautifully decorated. Very often they offer double features which last 4 hours in all. Mostly there's one serious and one comic film to a program."

Unfavorable Dissemination (2%)

"In between people will rustle with paper bags or smack their lips eating popcorn. The audience isn't very attentive."

Indeterminate Dissemination (6%)

"They have non-stop showings from morning to night, very much like our AKIS, the news-reel theaters."

"I talked about drive-in cinemas. Somewhere in the country they put up a large screen. You go there by car and stay in it, get earphones and listen in. Very often movie theaters are a place for necking."

"The big movie theaters on Broadway are something typical for life in America."

Level of Technical Development

Favorable Dissemination (2%)

"I received the impression that American films are technically unsurpassable: the Americans are ahead of us in the development of the technicolor system; also the optic and acoustic reproduction is excellent."

"I saw the first 3-D films in America, that was simply grand."

Unfavorable Dissemination (0%)

Indeterminate Dissemination (1%)

"I talked about the three-dimensional film which, at that time, was an absolute novelty."

Objectivity in American Films

Favorable Dissemination (3%)

"They show more moral courage in uncovering critical conditions existing in their country without sparing anyone. Over here one tends to prettify everything."

"Films like 'On the Waterfront', 'From Here to Eternity' and 'Gentleman's Agreement' are examples for the rather unsparing self-criticism that impressed me as positive."

Unfavorable Dissemination (2%)

"I found the propaganda films against the then enemy nations to be downright stupid."

"Most films don't reflect life in America as it really is, they're unrealistic."

Indeterminate Dissemination (0%)

Censorship in America

Favorable Dissemination (1%)

"It struck me as positive that censorship is stricter than over here."

Unfavorable Dissemination (1%)

"It struck me as unpleasant that the censorship exercised by women's clubs, the Church and other groups has such a marked influence on the decision of whether or not a certain film will be shown."

Indeterminate Dissemination (1%)

"There are certain uniform censorship rules. Necklines, for instance, mustn't plunge below a certain point, time for kissing is limited, too. It's a principle in America to avoid indelicate scenes for the sake of good American families who expect the films to be clean."

Financial Situation and Organization

Favorable Dissemination (1%)

"In my opinion the financial power of the American film industry results from the fact that they knew how to open market outlets practically all over the world."

Unfavorable Dissemination (2%)

"I reproach Hollywood for its exaggerated commercial spirit."

Indeterminate Dissemination (4%)

"I mentioned that the film industry in the U.S. has incredibly large funds at its disposal. I said that I regretted we didn't have these means because then, I believe, we would attach even more importance to the quality of our productions."

"I said that 10 films have to be made in order to provide the funds for producing one good one."

Role and Impact of Films in American Society

Favorable Dissemination (.%)

"Films have a strong influence on the public. That's good because they mostly show the victory of good over evil."

"Many films deal with America's historical past and awaken in the American people pride and interest in the history of their country. Credit is also due to the film industry for making films about ancient and European history, such films are a good supplement to history text-books."

"Since most of the towns don't have a theater and concerts are given rarely, films provide the only opportunity for recreation."

Unfavorable Dissemination (5%)

"Films are the main topic of conversation, they even have a disturbing effect on family and married life. Almost every night people go to the cinema. American films exercise a negative influence. Although there is a censorship, they have negative effects on the morals of young people."

"Juvenile delinquency is partly to be attributed to films. Teenagers go to the cinema too often."

"The worst of all is that going to the cinema is 'good style'. Everybody goes at least twice a week. Therefore, the bad quality of films is even more harmful than over here."

Indeterminate Dissemination (8%)

"Movies belong among the necessities of life, they are merely meant for entertainment and as a pastime."

"American films are meant for diversion and amusement. People aren't particularly keen on films dealing with serious problems."

"American films are guided by an everlasting optimism. It's a law that evil must never win out. Very puritanical and moral. This is good from an educational viewpoint, on the other hand, it's monotonous."

"Cowboy films are only shown on Saturdays and are attended mostly by youngsters who are by no means significantly influenced by the films. Once they're grown up, it has just been an episode in their development."

Level and Content of American Films

Favorable Dissemination (12%)

- "American films rank very high by international standards. They are better than German films."
- "It comes as a surprise for Europeans that there are such excellent films in the U.S., especially those about historical events in America."
- "In comedies you find a sort of dry humor and self-irony, I think that's excellent. I saw really nice films."
- "I saw many Westerns and thrillers, but among them there are also some real hits."
- "I mentioned the very good revue films."

Unfavorable Dissemination (13%)

- "One could actually say that they produce nonsense over there. People revile our 'Heimatfilme' which are idyllic nature pictures. Well, they are at least well photographed. But what they produce in the U.S. defies description. Those films are devoid of any meaning - they are below any standard."
- "Much ado about nothing, a splendid make-up, but nothing behind it. I saw only a few films of a level which I found not even reasonably satisfactory."
- "Most films are naive and superficial, too much sex."
- "Most of the films aren't true to real life. It's always the same, music, happy end, saccharine stories."
- "Films are mainly meant for light entertainment, they don't deal with problems. In Westerns at least 10 people have to get killed. Sensual aspects dominate everything else."

Indeterminate Dissemination (13%)

- "I mentioned that there are good as well as bad films. Good historical films. What I didn't like were cowboy and cartoon films."
- "Good and bad films are distributed to the cinemas so that you can always take your choice."
- "Historic and religious films are very popular. Relatively few films deal with serious problems."
- "I saw some films which were recommended by the Church. Generally the level is incomprehensibly low but there are also films of an extraordinarily high standard."
- "The average American film is of little value, much the same as the average German film. The level of these films is relatively low. American top productions, however, are, in my opinion, better than the German post-war top production."

Other Mentions

Favorable Dissemination (1%)

- "With regard to sceneries, America has an advantage over Germany. There's everything you might need for a film: mountains, the sea, deserts, whereas in Germany the film people mostly have to fall back on studio sets."

Unfavorable Dissemination (2%)

- "I didn't get particularly much out of films."

Indeterminate Dissemination (3%)

- "There are a lot of good American films which, unfortunately, will never be exported. It's a principle that in the U.S. films are always shown in their original version."
- "In California I could see the kind of life film stars lead. Most of them are well-to-do, but lead much the same life as any bourgeois family does."

TELEVISION
(Students)

	<u>Net Gain in Dissemination</u>	<u>Favorable Dissemination</u>	<u>Unfavorable Dissemination</u>	<u>Indeterminate Dissemination</u>
	7%	8%	1%	3%
The Extent of Television				
Technical and Organizational Features	6	7	1	1
Freedom of Opinion and Independence of Television	1	1	-	-
Methods of Financing	0	1	1	3
Quality, Content and Staging of American Television Programs	-6	11	17	9
Psychologic and Educational Effects on Youth	-8	1	9	2
The Role of Advertising	-9	1	10	3
Role and Impact in American Life	-12	5	17	6
Other Mentions	0	1	1	3

TELEVISION

"Could you tell me something about your impressions and experiences in this field - America's television system - (especially about things which have struck you as being essential and interesting)?"

"Have you had a chance to mention your American experiences (that which you have seen) in this area in conversations, discussions, lectures or publications?"

"What did you mention?"

The Extent of Television

Favorable Dissemination (8%)

"I mentioned the huge number of American television stations. At almost every place of the U.S. one can receive several stations and choose one's programs according to one's taste. There are hardly any families who don't have a television set. TV sets are part of the household equipment, the same as radio sets over here."

"I told people about the vast extent of television in America and that all classes of society take part in it. In America everybody can afford to buy a television set. Over there a TV set is as much part of the household equipment as bicycles and sewing machines over here."

"I talked about the enormous extent of television in America, that seems to me to be typical for the American business and economic spirit. By employing rationalization and streamlining methods American industry has succeeded in making television a very popular factor of American life in only a few years' time."

Unfavorable Dissemination (1%)

"There are so many television stations that not enough talent is available to supply them all with good programs."

Indeterminate Dissemination (3%)

"It struck me that among the working classes you'll find more owners of TV sets than among the upper classes. Workers often don't know how to spend their leisure time because they don't have much contact with arts and literature, therefore they fall back on television as a pastime."

"I mentioned the number of stations."

Technical and Organizational Features

Favorable Dissemination (7%)

"Television is something the Americans understand 100 times better than we do."

"Television sets have a much higher degree of perfection than ours here, especially if you think of colored TV programs."

"I was surprised at the size of screens and the clarity of pictures. You get the impression that the Americans are technically far ahead of us."

Unfavorable Dissemination (1%)

"I talked about the poor quality of pictures."

Indeterminate Dissemination (1%)

"The technical standard is about the same as in Germany."

Freedom of Opinion and Independence of Television

Favorable Dissemination (1%)

"Television displayed absolute neutrality and independence which became obvious during the election campaign."

Unfavorable Dissemination (0%)

Indeterminate Dissemination (0%)

Methods of Financing

Favorable Dissemination (1%)

"Television has a very sound financial background, that is also the reason why programs are so much better than over here."

Unfavorable Dissemination (1%)

"Television was too much commercialized to be considered interesting."

Indeterminate Dissemination (3%)

"It appears that television serves a financial purpose first of all."

"Television makes big money as it is an instrument with which one can influence the masses by advertising."

Quality, Content and Staging of American Television Programs

Favorable Dissemination (11%)

"I talked very often about the contents and level of television programs. Programs are very varied, they offer practically everything you can think of. Reports on sports, politics and topical events, often also theater and operas. In my opinion they make headway in compensating the lack of theaters and operas by television."

"It certainly has a constructive effect. They present the latest news-reels from all over the world. They try to give an impression of every sphere of life: religious activities, political conferences and many other things are televised."

"I found out that television provides an excellent chance for introducing politicians to the people. I remember in particular a program in which Eisenhower talked to his leading men in front of the screen. Such features are, of course, worth imitating."

"I'm 100% for it. They offer a great variety of programs. Whatever they put on is popular. Cowboy-films - good entertainment programs with very good artists, excellent sports reports. Programs can be very entertaining and instructive - televising of political events, for instance, scenes from the Korean theater of war."

"I liked the programs very well, especially I appreciated the ever-present sense of humor. The programs of Milton Berle had a very high standard at that time."

Unfavorable Dissemination (17%)

"All I can say about American television is that the standard of its programs seems to be lower than the one of German TV. For my taste there's too much cheap entertainment in the way of rather bad mystery and Red Indian stories."

"Programs are frightfully bad, there are Westerns, boxing and wrestling matches all the time."

"The staging of programs isn't particularly good. The selection of subjects is below any level of quality."

"TV is beneath criticism - either catcher fights and roller derbies or boring old silent films with the usual interruptions by commercials."

"Television dramas are so bad that, compared to our dime novels, the latter may be described as conforming to a high spiritual standard."

"The programs I watched haven't impressed me in the least, I'm not in favor of television."

Indeterminate Dissemination - (9%)

"You receive partly negative, partly positive impressions, that depends on the program. This information medium is commendable with regard to on-the-spot telecasting of news, while televised religious services are not in the best of taste."

"Although there are programs of only little value, there also are reports on topical events, sports and the showing of good old films, scientific programs with demonstrations, all of which should be mentioned as outstanding. I told people that the spiritual development of television is not yet completed, TV can be compared to a baby who will grow and develop in due time."

"What I liked best of all were the live programs. Very noteworthy is the telecasting of operas. All these old and mostly not very good films are unsuitable. The numerous quiz programs which are offered much too often got on my nerves."

"As regards criticism, I would like to mention the increasing frequency of boxing and catcher fights. On the other hand, it's grand that TV enables you to take part in special events which you could otherwise hardly hope to attend. In this way I heard and watched an orchestra conducted by Toscanini with works by Richard Wagner. That was simply superb."

Psychologic and Educational Effects on Youth

Favorable Dissemination (1%)

"Especially for the children it's sheer delight, they lie in front of the television set all day long and watch the screen in the same way as our children look at an illustrated paper. The educational task can be accomplished better than by radio through the visual element in television."

Unfavorable Dissemination (9%)

"It's poison for children."

"It's effects on children are rather bad because their imagination is influenced by bad programs and thus eventually degenerates."

"Children have become inactive through the influence of television and it's rather difficult to get them interested in something else."

"Programs are absolutely unsuitable for children who spend the whole day in front of the TV screen and watch all those dreadful stories. Programs are dangerous for children, the kids watch the dance shows instead of playing with their building-blocks."

Indeterminate Dissemination (2%)

"I only mentioned the fact that children get their experiences of life from the TV screen."

"Certain television programs are used in schools."

The Role of Advertising

Favorable Dissemination (1%)

"I mentioned the clever and effective advertising."

Unfavorable Dissemination (10%)

"When watching television, I felt annoyed by the everlasting commercials."

"Programs were unpleasantly interrupted by commercial announcements of the sponsor. The level of quality is lowered by constant advertising."

"I mentioned that commercials are disgusting."

"The level of commercial programs is very poor."

Indeterminate Dissemination (3%)

"Commercials are of primary importance to TV."

"Commercials are an important feature of TV programs."

Role and Impact in American Life

Favorable Dissemination (5%)

"TV is a means to inform and orientate even those circles of the population which would, otherwise, never come in contact with valuable cultural events."

"I mentioned that by means of television the President can, so to speak, visit every citizen in his own home. This has great influence on the political awareness of the people and is, in my opinion, very advantageous."

"In my opinion, television serves to maintain a harmonious family life. The family members will stay at home and the husband won't go out to a bar."

Unfavorable Dissemination (17%)

"As regards socio-ethical reasons, nothing could be said in favor of television. People get still more lazy in making plans of their own for activities in which to engage with their families and during leisure hours. It furthers the levelling of tastes because programs are being watched without any sense of criticism and won't even be discussed. Considering the superficiality of programs and the American mentality, television serves to accelerate spiritual levelling."

"Most people constantly sit in front of the TV screen whenever they have time. They get lazy, they needn't think any more and neglect everything else like reading or conversation, even household work. Above all, it's the social life that suffers because people do not converse any more. If a visitor arrives in the middle of an interesting program, he is placed before the screen and all watch in silence, later on they part without having had any serious discussion."

"I received an extremely bad impression of television. Everybody stares at the screen, the TV set is switched on all day long. It's simply an obsession. Any family life has ceased, nobody is allowed to talk, cough or hardly to breathe any more."

"I mentioned that television kills a harmonious family life and that God may forbid that my parents ever buy a television set."

"I advised all to whom I talked against buying a television set and told people that it was better to get together with friends for a nice talk."

Indeterminate Dissemination (65)

"Television is made use of in every respect and exercises a great influence on the people with regard to politics - visual propaganda is incomparably more effectual than acoustic propaganda."

"Perhaps it has detrimental effects on family life, although, on the other hand, it could appeal to broad circles of the population, for instance, during election time."

"The final conclusion I draw is: television demands your undivided attention and takes up much time, but it is instructive."

Other Mentions

Favorable Dissemination (17)

"When I was in the U.S. I watched television for the first time, I found it very pleasant."

Unfavorable Dissemination (13)

"The few good sides of television don't make up for all that's bad and harmful."

Indeterminate Dissemination (32)

"Television has all the positive and negative sides of a mass medium."

"A television show in New York: an orchestra was shown. Thus, we saw one of the first televised pictures of 1950."

RADIO
(Students)

	<u>Net Gain in</u> <u>Dissemination</u>	<u>Favorable</u> <u>Dissemination</u>	<u>Unfavorable</u> <u>Dissemination</u>	<u>Indeterminate</u> <u>Dissemination</u>
	%	%	%	1%
Especially Mentioned Radio Stations				
The Extent of Broadcasting	5	6	1	9
Technical and Organizational Features	3	4	1	3
Freedom of Opinion and Independence	2	4	2	1
Objectivity in Reporting	1	1	-	*
Methods of Presentation	0	4	4	3
Role and Impact in American Life	- 1	3	4	3
Methods of Financing	- 4	4	8	17
Level and Content	- 10	7	17	10
The Role of Advertising	- 31	*	31	7
Other Mentions	0	*	*	2

* Less than one half of one per cent.

RADIO

"Could you tell me something about your impressions and experiences in this field - America's radio system - (especially things which have struck you as being essential and interesting)?"

"Have you had a chance to mention your American experiences (that which you have seen) in this area in conversations, discussions, lectures or publications?"

"What did you mention?"

Especially Mentioned Radio Stations

Favorable Dissemination (9%)

"I mentioned that there are two stations in Boston that offer but good programs."

"The Station I liked best was that of the New York Times that offers classical music and news nearly all day long."

"I mentioned that the NEC, for instance, presents good classical music."

"I told people about the cherished institution of university-operated radio stations. Considering the fact that these stations are run by students, the level of their programs is remarkably high."

Unfavorable Dissemination (*%)

"I didn't like the way the political radio commentator Winchell spoke his comments, he sounded more excited than a sports reporter."

Indeterminate Dissemination (1%)

"I told people about those stations that are operated by university and high-school students."

Extent of Broadcasting

Favorable Dissemination (6%)

"I was surprised at the great number of stations in New York and Philadelphia. Some stations specialize in a certain type of program, in classical music, for instance, or in light music, in hit songs or plays."

"I mentioned that due to the great number of stations the listeners are offered a more varied program than we get over here."

"The closely woven net of radio stations guarantees a varied program."

Unfavorable Dissemination (1%)

"I told people that an awful lot of stations are no good."

Indeterminate Dissemination (9%)

"I mentioned the large number of radio stations."

"I talked about the many small local stations."

"I told people about the numerous radio stations in the U.S. - you'll even find one in places with not more than 2000 to 10,000 inhabitants."

Technical and Organizational Features

Favorable Dissemination (4%)

"I mentioned the excellent news service. American radiomen are on the ball, they are on the spot in no time."

"The broadcasts are staged by people who know their business perfectly, there are no shortcomings caused by weak directing or imperfect preparation."

Unfavorable Dissemination (1%)

"American radio sets are not of the same high quality as ours over here, the sound reproduction is pretty poor, not enough attention is paid to the development of flawless sound reproduction."

Indeterminate Dissemination (3%)

"I was surprised to find that the American radio stations are relatively small."

"There was a radio station at the college where I studied, it was operated by students who studied German or journalism and who undertook this job in order to gain experience in this field."

Freedom of Opinion and Independence

Favorable Dissemination (4%)

"I told people that not only big-shots can voice their opinions over the radio, but also the man-in-the-street, and that the American broadcasting systems enjoy much more freedom than German radio stations."

"No political party in power would ever be in a position to misuse the American radio for its own purposes."

Unfavorable Dissemination (2%)

"The so-called independence of the American broadcasting systems is of very little value since they have to comply with the wishes of the sponsor firms."

"It seems to me that the free-of-charge service offered by the American radio makes it too strongly dependent on industrial firms."

Indeterminate Dissemination (1%)

"The American radio is strongly influenced by business and industry, big trusts may use it as a mouthpiece for their policies, but on the other hand one mustn't overlook the positive trend which is that the government has no chance to interfere."

Objectivity in Reporting

Favorable Dissemination (1%)

"I mentioned that the daily news and the political reviews are correct and an expression of a completely objective attitude."

Unfavorable Dissemination (0%)

Indeterminate Dissemination (*%)

"I gained the impression that the radio is not always objective."

Methods of Presentation

Favorable Dissemination (4%)

"In contrast to the somewhat stiff programs presented by the German radio stations, American broadcasts are arranged in a very casual manner. The announcers usually address themselves with humorous remarks to the audience, thus creating a personal atmosphere between the two parties, while in Germany you can't get rid of the impression that radio is just an impersonal institution."

"I mentioned the excellent way of presentation, that goes particularly for religious programs."

Unfavorable Dissemination (4%)

"It was an unpleasant surprise to me that no program lasts longer than 15 minutes."

"The timing of political programs is inconvenient, they often present them in the middle of the night when no normal human being wants to listen to them."

Indeterminate Dissemination (3%)

"I mentioned the American way of combining entertainment programs and commercials."

"I explained that the arrangement of American radio programs differs from the German way of setting up programs."

Role and Impact in American Life

Favorable Dissemination (3%)

"I explained to people that the opinions of many people are molded under the influence of the excellent political commentators of the American radio."

"I mentioned that the American broadcasting stations often lend themselves to charitable causes such as procuring drugs in emergency cases, communicating messages for displaced persons, and so on."

Unfavorable Dissemination (4%)

"I mentioned that radio doesn't by far play the important role with the Americans as it does with the Germans."

"I told about the different attitude towards radio: the majority of the Americans consider radio to be a pleasant background noise, while we Germans demand a high standard from radio programs, we do expect some informative and educational values."

Indeterminate Dissemination (3%)

"I found out that the American radio plays a decisive role in molding public opinion."

"I spoke about the important role radio plays in American life."

Methods of Financing

Favorable Dissemination (4%)

"I mentioned that the programs of the American networks are financed by industrial firms, the listeners needn't pay any fees."

"Radio listening doesn't cost anything."

Unfavorable Dissemination (8%)

"All American broadcasting stations are privately owned, that means, they depend on sponsors who dictate the program. Even the programs of classical music start and end with and are interrupted a dozen times by announcements proclaiming the name and describing the products of the sponsor firm, and bad taste can develop freely on these occasions."

"American radio stations are commercial enterprises, profit is what counts, the contents of the programs are only of secondary importance. Such a policy affects the quality of the program unfavorably."

"American radio programs are very poor, it's because the directors of the stations have only business in mind."

"I rather pay a 2 mark fee, and get a good program."

Indeterminate Dissemination (17%)

"I mentioned that American radio is sponsored by industry."

"I talked about the advantages and disadvantages of a commercialized broadcasting system."

"The radio stations I visited in the States were privately owned, that means their organization was entirely different from that of German stations."

"It's useless to compare American and German broadcasting systems since their financial basis is different."

"Conditions in America and Germany are basically different; the American broadcasting stations sell radio time for propaganda purposes, thus financing the whole program, German stations don't do that."

Level and Content

Favorable Dissemination (7%)

"I mentioned the excellent news broadcasts which make news paper reading superfluous."

"There are some political commentators who haven't their equals in the Federal Republic."

"I talked about the good entertainment programs of American radio stations, and the high level of their cultural broadcasts."

"I mentioned the excellent quiz programs."

Unfavorable Dissemination (17%)

"Whenever I meet somebody who unfavorably criticizes the programs of the German radio, I point to the American programs that are by far no so meaty as the German ones."

"You can't expect German listeners who are used to high-quality programs to appreciate American broadcasts which to describe words fail me. The German listeners would revolt if one would dare to offer them programs cut out for the American taste. You can't stand listening to such a program for more than 10 minutes."

"I badly missed broadcasts of a certain spiritual level, such as good plays or serious ones."

"I mentioned that only very few and very poor musical programs are offered."

"I listened, but only to news broadcasts since all other programs were unbearable. Well, I don't want to go into details."

"The American radio programs are cut out for the masses and have no artistic value at all."

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Indeterminate Dissemination (10%)

"Good as well as poor programs are offered by the American radio stations."
"The entertainment programs are of the same quality as those over here."
"I talked about the strong and the weak points of local stations: they offer good information on what happens in town, but political events of world importance are neglected."
"Sports programs are one of the main features of the American radio."

The Role of Advertising

Favorable Dissemination (*%)

"I talked about American radio stations. Commercial advertising is in so far a most useful institution as it provides the necessary operational funds. I go so far as to say that it is even thrilling to wait for the next surprise in this field."

Unfavorable Dissemination (31%)

"I told people that we have every reason to be content with the German radio program that doesn't include grotesque commercials as they are the rule in the States where propaganda slogans for a certain brand of sausages are accompanied by opera music."
"I remember the slogan "Use Colgate for your teeth" being blended into the "Brandenburgisches Konzert" by Bach, that's more than a person with good taste can stand."
"They don't shrink from presenting Schubert music and comparing its loveliness with the "loveliness" of Lucky Strike cigarettes, it's simply disgusting."
"When I once listened to a Liszt concert, the music faded out suddenly, and a typewriter firm began to praise its products, genuine art and harmony don't mean anything to the Americans."
"I told people that even Beethoven's Fifth Symphony isn't safe from being interrupted."
"The radio commercials are dull and nerve-racking."

Indeterminate Dissemination (7%)

"There are great differences as to the quality of commercials: loud, nerve-killing ones as well as pleasant ones, in lectures and discussions I've always pointed to this fact."
"Commercials are the main feature of American radio programs, it is true, but there are also high-quality commercials as, for instance, the United Steel Concert Hour, a program of classical music sponsored by that big steel firm."
"Contrary to other exchangeers, I didn't feel annoyed by commercials even if they were blended in between musical pieces, you needn't listen to them, after all."
"I mentioned that much radio time is taken up by commercials."

Other Mentions

Favorable Dissemination (*%)

"I told people that the American broadcasting systems are better than ours."

Unfavorable Dissemination (*%)

"The American radio impressed me unfavorably."

Indeterminate Dissemination (2%)

"Some features of the American radio can be praised, others must be condemned."

"I can't give you any details, I talked about American radio in general."

Summary and Illustration of Exchange Dissemination
For Each of the Major Areas of American Life

INFORMATION EXPERTS

EDUCATIONAL AND SCHOOL SYSTEM
(Information Experts)

	<u>Net Gain in Dissemination</u>	<u>Favorable Dissemination</u>	<u>Unfavorable Dissemination</u>	<u>Indeterminate Dissemination</u>
<u>Funds and Facilities</u>	16%	16%	1%	2%
Education for Citizenship and Community Spirit	12	12	*	2
Student Self-Government	11	16	5	4
Free and Individual Personality Development	11	12	1	3
Student-Teacher Relations	10	10	*	6
Practical Emphasis in Education	9	12	3	8
Organization and Curriculum	7	11	4	3
Instructional Methods	6	6	-	1
Parent-Teacher Relations, Public Interest in School Affairs	5	6	1	1
The Extent of Educational Opportunities	3	4	1	4
Social Life in School	0	2	2	*
Free Choice of Subjects	0	2	2	*
The Teaching Profession	-1	1	2	3
Extent of Regulation in University Life	-1	5	6	2
Educational Level, Standard of Schools and Universities	3	4	1	6
Other Mentiones				

* Less than one half of one per cent

EDUCATION

"Could you tell me something about your impressions and experiences in the field of education (which things especially struck you as being essential and interesting) - which differences did you notice between the U.S. and Germany in this particular area?"

"Have you had a chance to mention your American experiences (that which you have seen) in this area in conversations, discussions, lectures or publications?"

"What did you mention?"

Funds and Facilities

Favorable Dissemination (16%)

"I mentioned the abundant funds at the disposal of schools. School buildings and sports facilities are planned along generous lines."

"I talked about the unlimited funds for educational and training purposes which are available."

"I explained that generous financial means are made available by the public to enable scientists at universities to use their knowledge carrying out practical projects."

"The abundance of funds available struck me as important and interesting, as well as the very generous and excellent equipment of colleges."

"School facilities are really excellent, there are workshops, swimming pools, and the like."

Unfavorable Dissemination (0%)

Indeterminate Dissemination (2%)

"I pointed out that conditions and equipment of schools in various parts of the country, with regard to hygienic surroundings and state of repair, differ."

"I talked about school building programs."

Education for Citizenship and Community Spirit, Student Self-Government

Favorable Dissemination (12%)

"I think much more highly of their educational methods than of all European methods and especially German methods, because the education of their young people is primarily governed by considerations of good citizenship, which is tantamount to being aware of the rights of your fellow-citizens. Scientific subjects are of secondary importance."

"I mentioned the education for citizenship, an extremely successful way of making young Americans familiar with the rules governing life in a democratic country. This is not done by teaching, it is done in a way that might be called self-development."

"I talked about student government as compared to conditions in America. In Germany we have been experimenting unsuccessfully for many years as far as citizenship education is concerned."

"The school system in America has the one great advantage of strengthening community spirit and good citizenship."

"I noticed how carefully the Americans watch their children for their manner and ability to get along with their pals. This points to the great importance which Americans attribute to harmonious human relations."

Unfavorable Dissemination (*%)

"The whole American educational system is aimed at creating uniformity among all citizens. Individualism is not much in demand, and if it is displayed, it is frowned upon."

Indeterminate Dissemination (2%)

"In the USA preparation of the student for social and community life is of primary importance."

"Participation of the students in all matters of school administration is taken for granted in the USA, and this goes for all sectors of the school system."

Free and Individual Personality Development

Favorable Dissemination (16%)

"The self-assurance which even the children possess over there has impressed me favorably. It isn't arrogance, but a secure confidence in your own abilities, something like an 'I am what I am' attitude."

"I told people that I favor the American educational system over our own, since it is enormously important to give young people a chance, while still at school, to grow into well-rounded personalities even at the expense of a more profound knowledge."

"They practice the art of personality development over there, they don't stuff you with knowledge like it is the custom over here."

"I think it is just great that children over there are educated towards self-reliance from the first year on."

"I was greatly impressed by the fact that children are taught self-control from an early age. They don't train them to slavish obedience like it is done in Germany."

"I received a decidedly favorable impression of the way they practice teaching on a primary school level, because they are consciously putting great emphasis on free personality development."

Unfavorable Dissemination (5%)

"Parents do not exercise enough authority over their children, the children grow up wild, they are not being educated. Children as such constitute a power, and children sometimes manage to bully a whole train compartment. The fact is that American children are given too much freedom."

"I cannot agree with their way of rearing children. They grow up in a much too free and wild manner. I witnessed an incident once when children rudely shouted and spat at an old man who was waiting for a bus. But you are not supposed to give them a good thrashing."

"Women are in charge of education in America. They often try to do this using half-baked psychological methods. Children are always allowed to act out their whims. People who have been reared in such a manner are apt to be a little cranky."

"We who experienced the rigid type of education are often unpleasantly surprised when seeing how little respect children show to their parents."

Indeterminate Dissemination (4%)

"The training which children get in their homes is extremely free, that is, the youngsters are allowed to do everything they desire. Adults don't do anything about the children literally tearing their nerves to shreds, lest the children should be hindered in their personality development. An 80-year-old grandma, however ailing she may be, just has to listen to the racket which two boys produce while tearing around the table imitating steam locomotives, and this for hours on end. If this is what the children like to do, you have to give in, lest their will should be blunted. Therefore, we consider many things as terribly rude in the behavior of Americans and we attribute it to poor upbringing. On the contrary, they are all quite well-bred, but their ideas on child rearing differ widely from what we consider to be the norm."

Student/Teacher Relations

Favorable Dissemination (12%)

"I mentioned the extraordinarily friendly relations between teachers and students, which are based on comradeship and are undisturbed by fear of authoritativeness or even of the cane."

"Teachers and students are on more comradeslike and easy terms. In spite of this discipline in classes doesn't suffer."

"Student/teacher relations are based on good comradeship, but the two parties are never chummy. What you won't find is the hypocritical submissiveness of students before their teachers which is so characteristic of German students."

"Relations between teachers and students are on a more comradeslike basis. I wished that this would be introduced in Germany, too."

"I pointed to a basic difference, that is, the much closer relations between teachers and students, and a more progressive and freer spirit which benefits both sides."

Unfavorable Dissemination (1%)

"I mentioned the overcasual tone between students and teachers which leads, in our opinion, to a slackening of discipline."

Indeterminate Dissemination (3%)

"The teacher is no longer an authority, but some sort of partner in education."

"Student/teacher relations can almost be described to be the same as between colleagues."

Practical Emphasis in Education

Favorable Dissemination (10%)

"I came to the conclusion that the American school system is by far superior to the German system. American students are given great opportunities to practice their abilities in craftsmanship through practical work in workshops directly connected with the schools. In this I can see great opportunities for training a young crop of efficient craftsmen."

"The public school system aims at enabling the students to stand on their own feet upon graduation. That has the advantage of an American student being able to adapt himself much faster to conditions in commercial and professional life than is the case in Germany, or in Europe generally."

"Instruction in practical subjects which in Germany unfortunately is not offered, plays an important part over there, for such things are by no means unimportant in life later on."

"I explained that an earlier specialization is a definite professional goal. I think this is a very good thing and to some extent applicable to the German situation."

"I mentioned the fact that students are taught to cope with the problems of everyday life as early as at school. For example, they are allowed to organize trips by themselves, buy the tickets, make train arrangements and earn money for the trip themselves, all of which I consider to be worthwhile."

Unfavorable Dissemination (*%)

"I mentioned that there is too strong a tendency towards specialization. Also overevaluation of the practically applicable subjects."

Indeterminate Dissemination (6%)

"I was struck by the more practical 'look' of their school system."

"I talked about the practical type of instruction and activities in the various phases of daily life."

"American schools, universities and the adult education system introduce students directly to practical subjects."

Organization and Curriculum

Favorable Dissemination (12%)

"I consider the uniform 10-year school system which they have over there a good arrangement. The organization of schools over there is very good, we could well do with a lot of this, just like the kindergarten, which is an integral part of the school system."

"They hold school Monday through Friday, which I consider especially worth imitating."

"I mentioned the fact that there is no school on Saturday and talked about the advantages of holding school all day, which keeps children at school in the afternoon, too."

"I talked about the conveniently large number of subjects offered at the university, including classes in unusual subjects like creative writing."

Unfavorable Dissemination (3%)

"The thing that disturbed me was the awfully exaggerated emphasis they place on sports at their universities."

"As far as I could find out, the children don't have to take some particular course throughout their whole years at school, for the subjects change with every new school term. I think this leaves them very little to start with in their future occupation, because those many subjects they have studied are just a little of everything and is no very solid basis of knowledge."

Indeterminate Dissemination (8%)

"The various states have different laws on compulsory school attendance. In some states you have to attend school up to 16 years of age, in other states only up to 14."

"Over there they have no schools that are open only for pupils professing a certain religion, their school system does not differentiate between the various denominations."

"They engage in lots of sports which I think is a very good thing. But in my opinion, they should do a lot more about learning foreign languages."

Instructional Methods

Favorable Dissemination (11%)

"Above all, I talked about the system of co-education, that means that children of both sexes are educated together. I think that's very good because they learn how to get along together and, besides, boys and girls will be inspired with more zeal for learning."

"Teachers are not so strictly bound by regulations and certain instructional methods. This creates an atmosphere of trust between teachers and students and shows good results. Teaching methods are not so rigid, they leave room for the students to develop initiative. It's learning by doing. Children in the U.S. like going to school."

"I talked about the democratic way of instruction in school, the easy and yet intensive manner of teaching. I also mentioned the importance attached to individual studies."

"I found it a very good method to drop lecturing in classes occasionally in favor of discussions. A certain theme was discussed by the students, I described how they do it. One part of the class represents the Southern States, the other part the Northern States and then they exchange opinions. I found this very good indeed."

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"Students are tested in the course of a term so that they can judge for themselves how far they've got - over here the final examination alone decides about their progress and then it is too late."

Unfavorable Dissemination (4%)

"They neglect to guide the children towards studying subjects in a systematic way."

"It struck me that the teacher worked only with those students who took an active part in the course, whereas the others were left to themselves without being asked to learn their lessons. Subjects are dealt with by the teacher in a stereotyped manner."

"In my opinion, they overestimate the value of using psychoanalysis in the educational field. A sound middle course would be the right thing."

Indeterminate Dissemination (3%)

"The importance attached to educational psychology is particularly striking."

"Teaching methods in schools can be compared to our working parties."

"I talked about co-education at all schools."

Parent/Teacher Relations,
Public Interest in School Affairs

Favorable Dissemination (6%)

"I mentioned an essential difference: schools are more important to parents than is the case over here. Parents take a much keener interest in school affairs, teachers, school buildings, etc. than German parents do."

"I got the overall impression that the undivided attention of state parliaments, town-councils and citizens is devoted to schools and school affairs. You hear grown-up people talking of 'our school' - a term that speaks for itself - over here I never heard anybody but pupils speak of 'our school.'"

"America has found a favorable solution to this very important problem by making it the concern of all citizens to see to it that there is an adequate number of good schools."

Unfavorable Dissemination (0%)

Indeterminate Dissemination (1%)

"The great influence of the PTA can be explained by the fact that in many cases the community or a congregation support a school."

The Extent of Educational Opportunities

Favorable Dissemination (6%)

"It made a deep impression on me that people of all social classes can go to college, everybody is given the chance to study."

"As a basic idea I mentioned that America has made a successful attempt at democratizing intellectual life, at giving a broad public access to the common cultural inheritance of the nation; for this a university education is the starting point."

"I told people that the educational opportunities outside the schools are splendid."

Unfavorable Dissemination (1%)

"A negative point is the number of 35,000 students at Columbia University."

Indeterminate Dissemination (1%)

"I pointed out that the number of college students in the U.S. is larger than in Germany."

Social Life in School

Favorable Dissemination (4%)

"I want to mention the active social life in schools as positive because it enables students to find their way in society much more easily when they're grown up."

"I talked about the unconventional students' clubs. Students subordinate themselves voluntarily to certain regulations out of community spirit and not because their fathers want them to do so."

Unfavorable Dissemination (1%)

"In some clubs the exclusive interest their members take in club-life leads to favoritism; there are very marked social contrasts. In a talk with an American student she told me that boys and girls show a pretty snobbish attitude similar to that of the members of our students' 'Korps' over here. A student might make life difficult for himself if he refused to join one of these exclusive clubs."

Indeterminate Dissemination (4%)

"The style of university life is different from ours here. The dormitories create a stronger sense of belonging together than is to be found over here simply because the students are living there."

"Students' life is specially intensified by the huge number of clubs."

Free Choice of Subjects

Favorable Dissemination (2%)

"The system of free choice of subjects is a very valuable contribution towards the development of the personality of a student."

"Pupils and students take such a keen interest in the subjects because they can select them themselves."

Unfavorable Dissemination (2%)

"American students have too much freedom in setting up their course of studies. This is a disadvantage because it leads to overspecialization."

"Students can take a choice of the subjects they want to study but I don't think that they are mature enough to do so."

Indeterminate Dissemination (*%)

"High school students can take their own choice of subjects."

The Teaching Profession

Favorable Dissemination (2%)

"Much is done for teachers, they have small houses of their own and their pay is higher than is generally thought over here."

Unfavorable Dissemination (2%)

"The professional level of teachers is generally not as high as over here."
"The social standing of teachers and professors in the U.S. is considerably lower than that of teachers and people with a university education over here. Very often teachers take on extra-jobs because the pay they got is too low for living on it."

Indeterminate Dissemination (*%)

"When visiting elementary and private schools it struck me that the female element is predominant among teachers."

Extent of Regulation in University Life

Favorable Dissemination (1%)

"As to the system of studying at universities, I was favorably impressed. The often praised freedom for students is lacking, but the American method is better."

Unfavorable Dissemination (2%)

"About the system in colleges I would say that the strict regulations enforced at universities are disadvantageous. I personally regard freedom for students as essential."
"All these restrictions at universities are no good. Attendance of classes is compulsory."

Indeterminate Dissemination (3%)

"I talked about the strictly laid-down curriculums at universities."
"For the majority of students it seems to be necessary to supervise them more strictly than, for instance, in Germany, and that's why they are subjected to more rigid regulations."

Educational Level, Standard of Schools and Universities

Favorable Dissemination (5%)

"Contrary to common belief, the educational level is generally pretty high."
"My first impression was that the educational level of universities is lower than in Germany, but this is not true on closer scrutiny. It is high enough, only it's different from ours and adjusted to American conditions. When meeting professors I was surprised by their educational standard, surprised because I had heard so many negative comments about it over here. I didn't expect such a wealth of knowledge."
"I think that the eagerness of students to learn - that goes for all branches of learning - is very remarkable. I was much impressed by their knowledge and their interest in general and political information. They are also very interested in criticism and in conveying their opinions."

Unfavorable Dissemination (6%)

"The general educational level is lower than in Germany."

"I explained that compared to the universal education at German high schools cultivating the humanities, the educational level at U.S. high schools is lower."

"I mentioned a negative trend: over-specialization. Highly educated people are often incapable of talking about anything but their special field of knowledge."

Indeterminate Dissemination (2%)

"I pointed out that there is a difference in the standards of German and American universities."

"America follows different principles - a most thorough instruction in a certain subject is considered less important than a far reaching general education by which young people will profit for their future careers because it provides them with allround information."

Other Mentions

Favorable Dissemination (4%)

"I told people that our prejudices with regard to American cultural life are unjustified because the Americans are ahead of us in the field of child rearing."

"I talked about schools, pointed out the differences between German and American schools, and the progressive methods of the American educational system."

"I explained to people that there is no reason at all for us to be so depreciative about the American educational system."

"I spoke at length about studies in America and my experiences. All this was very useful for me because in 1954 I was a teacher at an Italian private secondary school in Cortina d'Ampezzo."

Unfavorable Dissemination (1%)

"I mentioned that students hold jobs, something they are very proud of. When school is over they all go by car to their jobs. I think that this is detrimental to their educational progress and their health."

Indeterminate Dissemination (6%)

"I gave an outline of the whole American educational system."

"I talked about the basic difference in educational aims in the U.S. compared to those in Germany and England."

"I talked before German students about the American students' way of living, also before church groups and teachers' working parties about my observations concerning education in America."

CULTURE
(Information Experts)

	<u>Net Gain in Dissemination</u>	<u>Favorable Dissemination</u>	<u>Unfavorable Dissemination</u>	<u>Indeterminate Dissemination</u>
Museums, Exhibitions, Libraries	30%	31%	1%	4%
Extent and Level of Musical Culture	24	26	2	5
General Level and Interest	17	23	6	10
Extent of State and Private Support	11	13	2	1
Facilities and Interest in Cultural Education	11	11	-	2
Creative Arts, Architecture and Interior Decorating	8	9	1	3
Literature, Bookselling and Press	6	9	3	3
Drama and Opera	5	14	9	8
The Role of Churches and Religious Communities	2	2	*	1
Cinema, Radio and Television	- 1	*	1	1
Other Mentions	4	5	1	6

* Less than one half of one per cent.

CULTURE

"Could you tell me something about your impressions and experiences in this field - America's cultural life - (especially about things which have struck you as being essential and interesting)?"

"Have you had a chance to mention your American experiences (that which you have seen) in this area in conversations, discussions, lectures or publications?"

"What did you mention?"

Museums, Exhibitions, Libraries

Favorable Dissemination (31%)

"Museums are not cultural morgues like they are in Europe, they are educational centers in the very sense of the word."

"The museums are lavishly equipped and very tastefully decorated. While over here there are often about 25 pictures hung on a badly lighted wall so that you don't have the chance to take a good look at any one of them, you will often find just a single picture on a well-lighted wall in American museums, so you can really enjoy this picture."

"American galleries and art collections are being handled with the utmost care and the exhibits are so cleverly displayed as to bring their meaning home to the public, I hadn't believed it could be done."

"I told my audience that, in marked contrast to Germany, even the simple people go and visit the art galleries and that young people also take an enormous interest in such things."

"I came across the most excellent libraries, so magnificent and well-stocked that they are practically unmatched by anything I saw in Europe. And this is the beautiful part about it: they are frequented by everybody, from children to old people, from workmen to poets."

"Their system of libraries is wonderfully well organized and you can find in them a stupendous number of books from all over the world."

Unfavorable Dissemination (1%)

"I mentioned the piles of worthless trash which are displayed in many of their museums."

Indeterminate Dissemination (4%)

"I was especially interested in the Congress Hall, where I saw the first Bible printed by Gutenberg."

"Their museums are not so highbrow as they are over here."

Extent and Level of Musical Culture

Favorable Dissemination (26%)

"In this field I was highly impressed by their modern music, symphonic as well as light music. I was surprised to find that such a huge number of good and mature compositions are offered by young Americans. Their great symphony orchestras are usually of a first-rate quality and they have wonderful conductors to lead them, most of whom have become well-known in Germany, too. Just think of Stokovsky, Ormandy and others."

"I became aware of the fact that American popular tunes surpass our own hit tunes by far as they are more stirring, expressive, and convincing, they reflect powerful natural instincts."

"It was surprising for me to notice such a great interest in high-quality recorded music. I was highly amazed, too, at the musical talents of the colored population."

"The amazingly great enthusiasm of Americans for music struck me; they like good music very much, that goes even for the most simple and uneducated people."

"I was most surprised when I found out how extremely fond Americans are of classical music, especially elderly people. About 65% of all records sold are recordings of classical music."

"I was impressed by the fact, that some 1000 private orchestras exist in the United States, among them highly qualified symphony orchestras."

Unfavorable Dissemination (2%)

"One of the things I didn't find were good symphony orchestras, also I was struck by the scarcity of serious musical performances, there is too much emphasis on jazz music."

"I pointed to the fact that the Americans have no intuitive feeling which tells them that Bach and Louis Armstrong just don't fit together."

Indeterminate Dissemination (5%)

"The quality level varies widely. Some concerts, where Hindenith was conducting, were excellent. The general run of popular bandstand concerts is very primitive, however."

"There are juke-boxes all over the country, in bars, drugstores, railroad stations, etc. If you feed this machine a nickel, it will play for you. Almost 80% of its repertory are German songs, something which the Americans are unwilling to believe, songs like "Pack up your bathing trunks" or "Glowworm" and waltzes by Strauss. They all believe this to be American music."

"To the average American music means jazz as well as classical music."

General Level and Interest

Favorable Dissemination (23%)

"I arrived in America with a typically German prejudice, I thought modern conveniences were considered everything, while culture was not very highly appreciated, but I was confronted by a completely different situation. I noticed that there is an avid hunger for culture in the United States, which reveals itself in the brisk attendance of educational activities as compared to a comparatively much smaller number of interested people in Germany."

"America needn't hesitate to consider itself quite up-to-date in all cultural matters. The often-raised objection that the country has no tradition cannot obscure the fact that America is making every effort to become one of the leading cultural nations. It is very significant in this respect that Americans speak of THEIR museums, THEIR libraries, THEIR concert halls. All cultural institutions are dear to the hearts of all Americans."

"Many people over here are under the erroneous impression that only jazz and television are of any significant importance in the United States. But actually great cultural efforts are being made. It is especially the small communities that are very active in launching cultural programs."

"Americans are keenly interested in the problems of modern art. The people use a more spontaneous and uninhibited approach toward the subjects depicted by the artist."

"I tried to point out that America is in the process of creating a culture distinctly its own."

"I talked about the liveliness and the quality of keeping in touch with the times which is discernible in American cultural activities."

Unfavorable Dissemination (6%)

"America has all modern conveniences, but no culture. For the average American, cultural life consists to about 90% of owning a television set."

"American cultural life is largely governed by principles that are, to say the least, strange to us. It seems to me that business considerations are strongly involved in the launching of cultural programs. That is the very reason why many immigrants will return to the old country: the Americans keep their eyes on practical matters only, the struggle for survival is too rough, that's why the Muses are neglected."

"Cultural life in America is to a certain extent typified by a strong commercialization, which goes hand in hand with a dearth in cultural values that is quite appalling by German standards. Although the middle and higher levels of the society enjoy a great measure of comfort, they reveal signs of a general frustration which all modern entertainment media only tend to aggravate instead of curing it."

Indeterminate Dissemination (10%)

"If we consider the quality of cultural programs we will come to the conclusion that American standards are a little lower than they are in Germany. But, whereas in Germany only a very select group of people share in the cultural offerings, cultural activities in America reach much wider circles of the population."

"Generally speaking, the craving for cultural values is much more genuine, if a little more naive than over here. Americans will gobble up culture indiscriminately in every form: in the jargon of the business everything is referred to as a 'show', from Shakespeare to soap opera."

"More than in Germany cultural life in America is confined to a few important centers, New York City, above all. There, however, you will be able to see and hear quite excellent things. What America lacks in contrast to Germany, is a flourishing cultural life in medium-sized cities."

"I mentioned the strong influence which German immigrants exerted on American cultural and intellectual life."

Extent of State and Private Support

Favorable Dissemination (13%)

"All cultural institutions can be used free of charge. It is interesting to note that nearly all of the operating funds are made up of private contributions and trust funds. This can be considered a positive trend."

"Above all, I mentioned the extensive system of private donations, which makes it possible for many cultural institutions to operate successfully."

"The great industrial firms often act as patrons of the arts. There are conservatories, for instance, which were founded by these firms."

"The museums were generously endowed and lavishly equipped, thanks to contributions from private sources. I talked about these things."

"Everybody may visit museums and parks free."

Unfavorable Dissemination (2%)

"Cultural life is much more dependent on money. Over there you can scarcely afford the luxury of producing a play that you know will only please a small number of people. This is very well possible in Germany, since our theater is state-subsidized. This slavish dependence on money in America makes it impossible to pursue a constructive cultural policy."

"It is much easier for our cultural institutions, the theater and radio, for example, to experiment daringly, for state subsidies make this possible. Cultural activities in America always hinge on financial considerations."

Indeterminate Dissemination (1%)

"Cultural institutions do not get subsidies from any sources, they have to be financially self-supporting."

Facilities and Interest in Cultural Education

Favorable Dissemination (11%)

"I was delighted to notice that musical performances and amateur theatricals have a secure place in the American school system, including the universities."

"I observed musical education at its best when I attended a vacation camp sponsored by the 'National Camp of Music', where highly gifted young people get musical training 12 hours a day for eight weeks by famous artists."

"They have excellent women's organizations which actively support cultural education of every kind. They even have a television station of their own and manage to turn out a pretty good program."

"Cultural education gets substantial support from church groups."

"Every second clerical worker goes to evening classes in order to improve his education. They have better facilities for this and they make good use of them, which is probably not to the same extent true for Germany. Over here people who go to evening classes come from certain circles only, in America they belong to all classes."

Unfavorable Dissemination (0%)

Indeterminate Dissemination (2%)

"The universities in America are to a greater extent than over here the very centers of cultural life and cultural education, but the education American students get there is too one-sided and is only a means towards earning more money later on."

"I talked about high school and university theatrical groups."

Creative Arts, Architecture, Interior Decorating

Favorable Dissemination (9%)

"As far as creative arts are concerned, I consider America to be one of the most progressive countries."

"I spoke about American ceramics before a group of experts. The Americans can lay claim to amazing accomplishments in this field."

"Extremely important and quite overwhelming for us Europeans are their new building styles in the large cities."

"There is a different kind of culture in the making over there. You can see it in the styles of American houses. The new farm houses, for example, are made to fit in wonderfully with the surrounding countryside, which is a cultural achievement quite of its own, just like the huge buildings and structures which Americans have erected, bridges and river dams."

Unfavorable Dissemination (1%)

"It is true, there is a craving for culture in America but with regard to building styles, above all, their attempts remain superficial. They seem to prefer showy extravagance in architecture, a tendency towards massive Victorian elaborateness."

Indeterminate Dissemination (3%)

"I mentioned that I had found a preference for modernistic trends in the creative arts in the U.S."

"The lack of tradition in modern architecture is a striking phenomenon which has the advantage of leaving more leeway to the creative imagination. Government and official buildings strongly reveal the influence of European styles. You can also find instances of a pseudo-monumentalism that is in vogue in Russia now and was also one of the characteristics of the Hitler regime. Long-range city planning has been neglected in some cities due to the rapid growth of the population."

Literature, Bookselling and Press

Favorable Dissemination (9%)

"I was surprised by the high literary standard, they are probably 20 years ahead of us."

"Regarding literature, America has accomplished the distribution of good books to a degree which has never been equalled over here. This is due to the enormous publication figures of the paperbound editions of these books."

"I particularly mentioned the introduction of the pocket books, which bring good literature within the reach of the public, among which are people who would never enter a bookseller's shop."

"Their periodicals are excellent. Magazines like "Better Homes", for example, have had a decisive influence on the beautiful interior decoration of American homes. "Time", the "Reader's Digest", all of them are first-rate periodicals."

Unfavorable Dissemination (3%)

"Their literature is abominable. There are only a few bestsellers which are prominently displayed in every room, everybody knows them and people read them in abridged editions which are provided by magazines like "Reader's Digest", otherwise they are satisfied with periodicals which they consume in enormous quantities."

"A deplorable thing is the frighteningly large number of paper-back novels which are sold, books by Mickey Spillane and similar stuff. Sadistic crime stories are voraciously read everywhere, literature which we consider to be lewd trash is very much in demand in the United States."

Indeterminate Dissemination (3%)

"The bookselling business is not as efficiently organized as it is in Germany and cannot easily fulfill the individual wishes of certain types of readers. On the other hand, you get pretty good and inexpensive booklets which at 25 cents contribute substantially toward making the masses familiar with good literature."

"I mentioned that drugstores are also in the bookselling business."

Drama and Opera

Favorable Dissemination (14%)

"The American theater is on a high level of excellence."

"I mentioned that there is more theater than people are apt to imagine over here."

"I talked about the often technically-excellent theater productions in the hinterland, the frequent and serious attempts at daring experimentation."

"There are many theaters, which for their programs depend on touring troupes. When I attended one of these performances I was able to find out that in this manner quality theater comes within the reach of many people, something which people in Germany will not easily believe."

"The Negro theater and the Negro opera are just great. There are Negro actors with excellent voices and tremendous acting abilities."

Unfavorable Dissemination (9%)

"I mentioned that there is a depressingly poor theater life; for what there actually is of it only the universities deserve any credit."

"Opera houses and theaters are less frequented than over here, even the 'Met' in New York is half-empty most of the time and it can only operate with tremendous financial subsidies."

"I was appalled by the intellectual sterility of the programs. It's different in New York, but the theaters are unable to satisfy the cultural needs. There are too few theaters, and those are also not roomy enough."

"They go in for musicals in a big way, which are kind of an operetta; lavish settings, lots of fancy stuff, but no real substance."

Indeterminate Dissemination (8%)

"I told people that they admittedly have very good theater in New York, but that they have practically no permanent theaters in the rest of the country, that in Hollywood, of all places, they put on passion plays every year. It's scarcely possible to make comparisons."

"The theater operates along lines that are completely different from ours. They have no permanent ensembles, but theater companies, which will put on a series of plays, nearly all of them modern and which are sure to please the taste of a large number of people."

"For Americans the theater is not necessarily a place where your mind is put to work. I found it interesting and worth mentioning, however, that young playwrights try to jolt their fellow-Americans out of their complacency, to give them a shock."

The Role of Churches and Religious Communities

Favorable Dissemination (2%)

"I mentioned that there is a very intensive religious life. The Catholic Church is the most efficiently organized church in America. Sunday services are well attended. Religion holds a respected place in public opinion."

"There exists a great interest in all religious matters. The churches are highly active."

Unfavorable Dissemination (*%)

"I mentioned that church life is indescribably split up over there."

Indeterminate Dissemination (1%)

"The large number of sects strikes you at once."

Cinema, Radio and Television

Favorable Dissemination (*%)

"There are some wonderful radio programs through which one tries to arouse an interest for cultural values among the people. Lively performances of good music are offered."

Unfavorable Dissemination (1%)

"Cultural life in the United States is drowned by radio and television and all other cultural activities within the family circle are slowly being strangled. People prefer the incessant flow of pictures on the screen to strenuous intellectual discussions. The immediate result is a loss of certain creative powers of the mind. I hope that this danger will never become as acute in Germany."

Indeterminate Dissemination (1%)

"Motion pictures do no longer play the important role which we attributed to them in Europe. The pretensions of Hollywood as cultural center are not taken seriously over there."

Other Mentions

Favorable Dissemination (5%)

"Many people have a soft spot in their hearts for gardening. There exist many flower-growers clubs."

"You get a lot of guidance in how to spend your leisure time and actually they know quite a lot about the best ways to gather strength for their work and how to relax."

"I mentioned the almost inexhaustible drive and the energetic activities of American women in all fields of public and cultural life which can only be marvelled at. It seems to me that they are firmly convinced of the usefulness of their endeavors, whereas over here the feeling is widespread that it will not lead anywhere, and that's why most women give up sooner or later."

Unfavorable Dissemination (1%)

"I found it worth mentioning that teachers in the USA find it necessary to take on an extra job during summer vacations, which, by the way, last much longer than over here, for they are not paid during this period and in addition to that they draw much lower salaries than teachers over here."

Indeterminate Dissemination (6%)

"The farther you go West, the more you begin to feel that this is the real America. I was fascinated trying to find out where America is at its most typical. It is very interesting to observe that the Americans search for a peculiar style of their own."

"You could notice in most women much cultural zeal, but they often lacked knowledge and good taste."

"There is a noticeable trend towards making the sciences popular, which, on the other hand, has its disadvantages also, especially in the field of medicine."

PRESS
(Information Experts)

	<u>Net Gain in Dissemination</u>	<u>Favorable Dissemination</u>	<u>Unfavorable Dissemination</u>	<u>Indeterminate Dissemination</u>
Technical and Organizational Features	26%	29%	3%	13%
Objectivity in Reporting	14	17	3	2
Attitude of Government Agencies and Public toward the Press	10	10	-	1
Methods of Financing	8	9	1	3
Reference to Specific Press Outlets	7	10	3	6
Freedom of Opinion and Independence	6	8	2	3
Role and Impact in American Life	5	7	2	8
Methods of Presentation	4	9	5	13
The Extent of Facilities	3	3	-	7
The Role of Advertising	2	3	1	10
Level and Content	- 2	11	13	15
Other Mentions	1	1	*	2

* Less than one half of one per cent.

PRESS

"Could you tell me something about your impressions and experiences in the field of the American press - (especially about things which have struck you as being essential and interesting?)"

"Have you had a chance to mention your American experiences (that which you have seen) in this area in conversations, discussions, lectures or publications?"

"What did you mention?"

Technical and Organizational Features

Favorable Dissemination (29%)

"The technical side of the newspaper business has been developed to perfection, news services function efficiently."

"I was interested to see these large editorial offices where thirty and more staffers sit at their desks and work, often there are even no partitions, I was quite favorably impressed by this set-up."

"Working methods in the editorial offices as well as in the printing plants are very efficient, the most modern equipment is available, telephoto devices, teletype machines and so on."

"The American press has enormous possibilities for using technical means, it will take us a long time to catch up with the Americans. Their reporters are equipped with walkie-talkies and they cooperate efficiently with the police, they have photo equipment with which they can develop pictures within a few minutes."

"As to speed and technical perfection, picture transmission services are exemplary."

"The Americans are far ahead of us as far as the production of newspapers is concerned."

Unfavorable Dissemination (3%)

"The working methods in the press sector are very much different from the practices we're used to, it's striking how highly specialized everything is, you come very near to thinking of their methods as an intellectual assembly line, one person covers an event, the next formulates the story, the third one edits it and the fourth writes the headline, while the fifth determines in what section of the paper the item is to appear."

"I didn't like the way an editorial office is run in the U.S., all editors work together in one room which makes it impossible for them to concentrate, it seems to me that this is the reason for a certain shallowness of the press."

Indeterminate Dissemination (13%)

"I talked about the technical facilities and equipment of the press."

"I mentioned that American printing plants are equipped in about the same way as ours."

"I mentioned that a European is surprised to find that the editors of an American newspaper work together in large halls and not each for himself in a separate office."

"I found that the working routine of American newspapers differs from ours, staffers write out their articles and contributions themselves, they don't have a secretary as it's the practice in Germany."

"I mentioned that the individual departments are strictly kept apart, contrary to the practice over here, a reporter will not do any other job than reporting."

Objectivity in Reporting

Favorable Dissemination (17%)

- "Accurate news always takes precedence over the opinion of a journalist."
- "An admirable characteristic of the American press is that news and commentaries are strictly kept apart."
- "I mentioned that reporting is clean and straight without comments."
- "I found the news was accurate."
- "The American press brings news undiluted by commentaries. Reading both the news and some of the numerous editorials you find in a newspaper which reflect the subjective opinion of the editor, every reader can draw conclusions of his own."
- "In their press the Americans have an organ which informs them most excellently on every conceivable subject."

Unfavorable Dissemination (3%)

- "I mentioned that there is a strong tendency to select and present information items in such a way that public opinion is influenced indirectly, and I feel that this entails great dangers."
- "The disadvantage of American newspapers lies in that they don't always keep strictly to the truth."
- "I mentioned that the Americans consider problems which don't concern their own country in a rather one-sided and subjective manner."

Indeterminate Dissemination (2%)

- "I mentioned that, as a rule, newspapers prefer straight news over news intermixed with commentaries, that is to say, that they do not take a stand. Thus most American newspapers don't reflect a specific political opinion as it's still largely the case in Germany."
- "The fairness in reporting which distinguishes the large newspapers in the East is, in my opinion, sadly lacking with the smaller and provincial newspapers."

Attitude of Government Agencies and Public Toward the Press

Favorable Dissemination (10%)

- "I mentioned that the relationship between the press and the authorities is exemplary."
- "In the U.S. it goes without saying that reporters are invited to all official functions, while in Germany official quarters consider reporters a necessary evil."
- "I mentioned that newsmen are respected in the U.S., they have access to everything and have also complete freedom of action. It would be desirable if our people in Bonn and our officials would walk in the shoes of their American counterparts."
- "You received the impression that an official who doesn't fulfill his duty of keeping the press informed will not be able to retain his position for long. What impressed me favorably was that there are special rooms set aside for the press at the key government and municipal offices, I'm thinking of the police and other agencies."
- "I mentioned that the Americans are very open-minded toward the press, they are always ready to answer questions, they don't fear the press as people in Germany do."

Unfavorable Dissemination (0%)

Indeterminate Dissemination (1%)

- "I talked about the relationship between press and government."

Methods of Financing

Favorable Dissemination (9%)

- "I mentioned that the generosity with which newspapers are financed is simply breath-taking."
- "The financial basis of the newspapers is excellently sound."
- "Of course, the newspaper publishing firms rest on a much more solid financial basis than the newspapers in our country."
- "The price of newspapers is incomparably lower than in Germany."

Unfavorable Dissemination (1%)

- "Due to the fact that the American press is in private hands, competition is awfully tough and leads to abuses which are unknown to the press in our country, and God forbid that these practices will ever be introduced here."

Indeterminate Dissemination (3%)

- "I mentioned that the ad business is the backbone of the American newspapers."
- "The press gets its operating funds mostly from the ad business."

Reference to Specific Press Outlets

Favorable Dissemination (10%)

- "I talked about publications such as the 'New York Times', 'Harald Tribune' and others whose level is remarkably high."
- "In Germany we have nothing remotely equal to newspapers like the 'New York Times' and the 'Harald Tribune'."
- "I told people that the periodicals, especially the women's magazines, had been a great surprise to me and that I highly appreciated these publications and considered them to be the best in their line."
- "I mentioned that there are a great many excellent periodicals, weeklies as well as monthlies."
- "It seems to me that the leading American magazines are much better than most German periodicals."

Unfavorable Dissemination (3%)

- "In the magazines there is no special section reserved for current news as it's the practice over here, I think that's deplorable, for thus it may happen that a periodical deals with a topic 3 to 4 weeks after it was hot."
- "The German-language newspapers in the U.S. have remained stationary on the level of the year 1885."

Indeterminate Dissemination (6%)

- "I always spent a whole day visiting a publishing house during my stay in the U.S., among others, I paid a call on the 'New York Times', the 'Washington Post', the 'Chicago Herald Tribune' and the 'Milwaukee General'."
- "I mentioned the weekend edition of the 'New York Times'."
- "A great many agricultural publications are available."

Freedom of Opinion and Independence

Favorable Dissemination (8)

"What impressed me most profoundly was the freedom of the press."

"I told people that over there it's all right to criticize the government with perfect and piercing candor, and that the U.S. really is the country of supreme freedom of the press, that over there the term 'freedom of the press' actually means what it says."

"It's a fact that the American press enjoys full freedom, there is no stupid subject's spirit as you find it in Germany."

"I had the impression that the American press is politically more independent than the German press which I consider to be a favorable trend. I noticed that most of the leading newspapers regularly carry commentaries by authors both from the Democratic and the Republican camp."

Unfavorable Dissemination (2)

"Just as in our country, certain power groups back the newspapers, you notice it when you read the commentaries and editorials purporting to be neutral."

"I found that the American newspapers are even more dependent on their backers than the German newspapers, especially during campaign time."

Indeterminate Dissemination (3)

"The freedom of the American press is relative. Due to the ads for which they pay, business and industry are gaining a disquieting influence on the press which, in my opinion, jeopardizes the freedom of the press. On the other hand, it's quite impressing to see with what candor the press will attack anybody or anything that's rotten, as long as this will not bring on any economic disadvantages for their newspaper."

Role and Impact in American Life

Favorable Dissemination (7)

"I mentioned that both the American people and its government are fully aware of the important function the press has to perform, both parties take it for granted that the press will dig up matters which may be painful for one or the other. The press is more than just a source of information in the U.S., it's inextricably woven into the pattern of American life."

"People generally recognize the press as a regulating agent between the public and the government authorities."

"I mentioned that leading pressmen participate in shaping the policy of the U.S., they don't just watch the developments and comment on them, I'm thinking of Dorothy Thompson, Suelzberger and Adler of the 'New York Times'. I was very much impressed by these personalities."

"I mentioned that it had been my impression that the press plays a different role in the consciousness of the people than it does in our country in that it often performs the function of a public judge."

Unfavorable Dissemination (2)

"I talked about the disastrous effect the comic strips have."

"Often the press abuses its power, just think that even eminent persons are at the mercy of a Hearst. That certainly is the limit."

Indeterminate Dissemination (8%)

"I mentioned that the power and the importance of the press in the U.S. are greater than in our country."

"The stars among American reporters reach a very large number of people with their articles, not only in the U.S., but also in Europe; I'm thinking of Lippman and Alsop, but there are others also. This has its advantages and disadvantages, well-founded commentaries are offered to the public, but they influence public opinion rather decisively."

"I mentioned that the press is the most important factor which shapes public opinion."

"I pointed to the leading commentators, to Walter Lippman, for instance, and explained to people that due to their influence the American press is a powerful instrument."

Methods of Presentation

Favorable Dissemination (9%)

"I mentioned the wonderful make-up of American newspapers."

"I mentioned that the American publications excel in picture material."

"It's a very good thing that at the beginning of an article there is a brief summary of the contents so that a reader who is in a hurry can take in the situation at a glance, and later on when he gets home he can inform himself about the details of the article at leisure."

"I mentioned that I had been quite impressed by the comprehensiveness of the weekend supplements."

Unfavorable Dissemination (5%)

"It seems to me that little thought is put into the make-up and lay-out of American newspapers if you compare them to an average German newspaper."

"I mentioned that the lay-out of newspapers serves to confuse you, in our papers one is used to find the different topics in certain places, in American papers everything is thrown together helter-skelter in small installments, so that newspaper reading gets to be a difficult job."

"Many newspapers, especially the small ones, often use a jargon which makes them difficult to understand for a foreigner."

Indeterminate Dissemination (13%)

"I mentioned that the make-up of American newspapers is essentially different from that of German papers."

"Headlines are more important than they are over here as American readers are used to them."

"The written word is more and more supplanted by picture stories, the make-up of newspapers and publications is designed to fit the taste of the customer."

"I talked about how pictures are used in American newspapers as compared to the way of using picture material in Europe."

"The Sunday supplements of even the most unlikely provincial sheets are as bulky as books."

The Extent of Facilities

Favorable Dissemination (3%)

"The circulation of newspapers is generally higher, the huge circulation of newspapers in the big cities is quite impressing."

"Beside the newspapers, a great variety of other publications is offered so that there are abundant sources of information for everybody."

Unfavorable Dissemination (0%)

Indeterminate Dissemination (7%)

"I mentioned the enormous circulation figures of American newspapers."

"I talked about the number of papers offered in an average American city."

"The circulation of all newspapers and periodicals runs up to 55 million copies, I gave people an idea of the enormous circulation figures of American publications, above all, newspapers."

"Circulation figures run into millions."

The Role of Advertising

Favorable Dissemination (3%)

"I mentioned that the ads often are brilliant in style and that they also reach a remarkable intellectual level."

"The ads read like stories, they are spectacular, amusing and quite impressing."

Unfavorable Dissemination (1%)

"It seems to me that there is a danger of some big city newspapers turning into advertising sheets with just some news inserted."

Indeterminate Dissemination (10%)

"I was surprised by the size of the ad section."

"There are a great many ads in the newspapers."

"The advertisements play a much greater role in the U.S. than in our country."

"I mentioned that often the ad section makes up more than half of an American paper."

Level and Content

Favorable Dissemination (11%)

"I stressed that the intellectual level of the large American newspapers and pictorials is high and told people that they count eminent scientists, politicians and writers among their staffs as contributing editors."

"I mentioned the commentaries which are painstakingly compiled by experts who write little, but what they write is first-class."

"I talked about the excellent and expert coverage of the political scene which, above all, the leading newspapers offer."

"I mentioned that the large newspapers are surprisingly well informed and orientated."

"I told people that most of the newspapers in the States cultivate a moderate tone and that stridently sensational articles are to be found in only a few newspapers."

Unfavorable Dissemination (13%)

"The level of the press corresponds to that of an enormous gossip sheet, the chase of sensations is overdone, the most unlikely details of a person's private life are shamelessly disclosed, and apart from this, the coverage is too limited to individual vicinities, people in one state don't know what's going on in another, and sometimes interviews are recorded completely distorted, it actually happened to me."

"I mentioned that the majority of newspapers doesn't have a high level, but only appeals to the readers with the abundant material they offer, many newspapers thrive just because they cater to the hunger for sensations of their readers."

"All the newspapers bother about nowadays is the 'story' and sensations."

"I mentioned that good medium-sized newspapers are practically non-existent. Compared to the situation over here there are only a very few top-notch newspapers in the U.S., while there is a host of bad newspapers."

"The political section of newspapers is neglected, while sensational news items are overplayed."

Indeterminate Dissemination (15%)

"Maybe the balance between foreign policy and domestic and municipal policy isn't ideal, either, in American newspapers, but then it seems to me that American readers take a sounder interest in issues on which they have an influence than on foreign policy issues compared to people in Germany who take relatively little interest in community affairs."

"I mentioned that the most intimate details are discussed in American papers, descriptions of bridal bouquets and patterns for sleeves are given, for instance. Here in Europe people are more reserved, they don't want such familiarity."

"It struck me that there is no feuilleton section in American newspapers which we cultivate so intensively. This department is reserved, above all, to the magazines."

"The American press reflects the American mentality adequately, I don't mean this as a criticism, all I want to say is that American readers are used to comic strips as German readers are used to find an installment of the story they read in their daily."

"The big city newspapers are good, but the provincial papers concentrate too much on news of purely local interest."

Other Mentions

Favorable Dissemination (1%)

"I talked about the impressing spirit newspaper publishers in small provincial towns display, often one or two people only run such a paper."

"I could use the experiences I had gathered when studying American information media later on when I started to build up a Catholic news agency. Also an American editor whose acquaintance I had made helped us during the first three months after we had launched this project."

Unfavorable Dissemination (*%)

"They cannot perform miracles, either, what I saw over there was by no means a revelation. I couldn't find anything which I think would be suitable for the German press."

Indeterminate Dissemination (2%)

"I mentioned and discussed all aspects of the American press."

"I gave an overall picture of the American press, telling people how things actually are over there as compared to the generally accepted theories."

"I talked about the insight I had got in the sector of press and publications, and about provincial newspapers in particular."

SOCIAL PROBLEMS
(Information Experts)

	<u>Net Gain in Dissemination</u>	<u>Favorable Dissemination</u>	<u>Unfavorable Dissemination</u>	<u>Indeterminate Dissemination</u>
Class and Class Consciousness	17%	20%	3%	6%
Standard of Living	12	16	4	3
Employer/Employee Relations	8	8	*	*
Emphasis on Private Efforts and Responsibility	5	5	-	1
Negro Opportunity and Achievement	4	7	3	1
Way of Life and Outlook on Life	4	5	1	3
Private and General Welfare Services	4	4	*	*
Working Conditions - Attitude towards One's Job	3	4	1	2
The Negro Problem in the North and Other Specific Areas (Except South)	3	4	1	2
Contributions of Management and Unions	3	3	*	1
Organization and Role of Trade Unions	2	4	2	2
Relations between Management and Unions	2	2	*	0
The Status of Other Racial and National Minorities	1	6	5	4
The Racial Problem in General	0	5	5	5
Social Services and Social Legislation	0	6	6	4
The Negro Problem in America Generally	-1	9	10	8
The Status of the Jews	-7	1	8	2
The Negro Problem in the South	-10	3	13	3
Other Mentions	0	1	1	2

* Less than one half of one per cent.

SOCIAL PROBLEMS

"Did you come back from the U.S. with any impressions of America's social problems - such as class problems or problems of racial and national minorities?"

"Could you tell me something about your impressions and experiences in this field - America's social problems - (especially about things which have struck you as being essential and interesting?)"

"Have you had a chance to mention your American experiences (that which you have seen) in this area in conversations, discussions, lectures or publications?"

"What did you mention?"

Class and Class Consciousness

Favorable Dissemination (20%)

"I mentioned that in the U.S. it's the individual who counts. There is no caste spirit, people in all walks of life agree that all men are equal and that the decisive qualities for getting ahead are knowledge and capability."

"In the U.S. everybody is a free human being. He is appraised according to his personal merits only, and not according to his background."

"The American mode of living is really democratic. There are no class boundaries, caste spirit is non-existent, people are not arrogant just because they belong to some favored class."

"I mentioned that the American people is to be envied as class problems hardly exist in the U.S., and that's why in their daily contacts people are much more pleasant and open-minded."

"In the U.S. the individual human being has greater dignity, he isn't just a number, but really a person who understands human values and thus is aware of his responsibility towards the community."

"I commented favorably on the absence of class boundaries as we know them in Europe."

Unfavorable Dissemination (3%)

"The 'undefinable' class boundaries are deeper in the U.S. than they are in Germany. The people with the big bank accounts shut themselves off against those who have no money."

"Social standing does play quite an important role. I even encountered a certain snobbism which I hadn't expected to find in the U.S. of all countries."

Indeterminate Dissemination (6%)

"There is a clearer dividing line between rich and poor as there is no middle class as we know it in Europe."

"The Americans are the nation of middle-class people."

"I talked about the structure of the American society."

Standard of Living

Favorable Dissemination (16%)

- "First of all, I mentioned that the Americans have a much higher standard of living than we."
- "The standard of living of American workers is higher than that of their German counterparts."
- "I mentioned what I had seen at the Ford Works that it's a matter of course for every worker to own a car."
- "The percentage of workers who own a car or a house is quite impressive. About 90 per cent of the workers own cars and between 70 to 80 per cent are homeowners."
- "The well-to-do make up a large group, the number of destitute people is negligible."
- "I mentioned that there are ample opportunities for getting a job and making good money."

Unfavorable Dissemination (4%)

- "I mentioned that in the large cities you find bitter poverty. I was shocked by the slums in Chicago."
- "The comparatively large number of underprivileged people who live in slums in the big cities made me rather thoughtful."

Indeterminate Dissemination (3%)

- "I mentioned the social and material differences, and the trend toward the welfare state."
- "Wage scales depend on the one hand on purchasing power, and thus also on the living standard. I compared conditions to those in Europe."

Employer-Employee Relations

Favorable Dissemination (8%)

- "From our point of view employer-employee relations are singularly favorable, with both parties showing an open-minded attitude."
- "Regardless whether you associate with or talk to workers, employees, or managers, you don't find any marked social boundaries between them; it goes without saying that this is a very positive thing."
- "There is no such rigid superior-subaltern relationship, boss and staff aren't on a different footing. For American employers it's a matter of course to treat their employees civilly."
- "If a worker greets his boss with 'Hello' or even pats him on the back, this doesn't mean he is disrespectful. People over there feel that as individuals they are completely equal."

Unfavorable Dissemination (*%)

- "Occasionally American employers treat their workers very meanly, they won't stop at anything if they hope to profit."

Indeterminate Dissemination (*%)

- "The employer-employee relationship is governed by certain rules."

Emphasis on Private Efforts and Responsibility

Favorable Dissemination (5%)

"Private citizens take care of sick people, I thought this quite remarkable as it's a general practice, it doesn't only happen in individual cases. Such private welfare efforts go back to the community spirit inherent in Americans who not only make financial sacrifices, but also devote part of their leisure time to such activities."

"A most essential thing is that the individual is ready to help his neighbor. The so-called Community Chest illustrates this adequately, but it goes for all fields of social welfare, youth activities deserving special mention. I described what I had witnessed in Tulsa: a large staff of volunteers administered the Community Chest program. These people sacrificed part of their leisure time. 54 different private groups co-operated admirably raising the funds necessary for carrying out welfare projects."

"The charitable efforts of private Americans are outstanding, whether there is a collection for needy people or for the construction of a church, also small people contribute willingly, even if it means a sacrifice for them. Women with grown children are most active, they devote part of their spare time to charitable projects."

Unfavorable Dissemination (0%)

Indeterminate Dissemination (1%)

"I mentioned that there are more private than public charitable institutions."

Negro Opportunity and Achievement

Favorable Dissemination (7%)

"A very important trend is that the intelligent among the colored people are out to make use of the educational opportunities offered in the States, and also to study abstract sciences as developed in Europe."

"Colored and white children are instructed together in school, and there certainly are cases in which a Negro child proves to be more intelligent than his white classmates."

"Today you find a great many Negroes holding leading positions in business and industry, that proves that considerable progress has been made comparing the present situation to conditions in the period between roughly 1900 and 1925."

"I saw and talked to many Negroes in leading positions who administered their offices very cleverly and capably."

Unfavorable Dissemination (3%)

"In my opinion, the Negro problem can be solved fairly satisfactorily only if much larger funds are set aside for educating the colored people than are presently available."

"It can't be denied that just because of the color of their skin Negroes, as a rule, aren't given a chance to get an education and are unable to get a more elevated position, they have to content themselves with the humbler jobs."

Indeterminate Dissemination (1%)

"Many Negroes are intelligent and eager to learn, and very ambitious, of course, there is also a large number of them who are entirely uninterested."

Way of Life and Outlook on Life

Favorable Dissemination (5%)

"I mentioned the fundamental optimism in the American outlook on life."

"I had a very positive impression of American family life. Husbands help their wives, they take an interest in their families. Children are recognized as individuals in their own right, parents treat their children as equals."

"Though American homes are different from European homes, the standard of dwelling is quite high. You often find homes decorated in Early Victorian style, it impressed me as harmonious and pleasant."

Unfavorable Dissemination (1%)

"Disregarding such pleasant innovations as refrigerators, electric ranges, and things like that, I felt that American homes do not have much to show in the line of culture."

Indeterminate Dissemination (3%)

"I described everyday life in the U.S., how people behave in the streets, in their clubs, and elsewhere. I also talked about the libraries and museums in Washington."

"I talked about the U.S., the land of nomads, telling people that the Americans like to move from place to place, often living in trailers."

Private and General Welfare Services

Favorable Dissemination (4%)

"I was surprised to find that the social welfare program in the U.S. is much more extensive than I had expected, there are state-sponsored as well as private institutions."

"The welfare projects sponsored by women's organizations were excellently planned. I got a good insight into this special field of social welfare."

Unfavorable Dissemination (*%)

"What I consider to be negative was that there is no uniform social welfare system."

Indeterminate Dissemination (*%)

"I studied charitable and other such institutions."

Working Conditions-Attitude Towards One's Job

Favorable Dissemination (4%)

"I was impressed by the shorter working week which is compensated by greater on-the-job concentration. As a result the output is just as high as in Germany, although working hours are shorter. I felt it was a favorable trend that people work in order to raise their standard of living and not out of some vague idealism. In Germany work is considered a sacred end in itself, even if people are left to starve."

"I think the 40-hour-week is ideal."

Unfavorable Dissemination (1%)

"In the big cities people often have circulatory ailments due to the terrific working tempo, people get ill and die early. Those who don't get things done fast will soon be jobless and will perish, and those who do will fall ill and die soon."

Indeterminate Dissemination (2%)

"I mentioned that people are ready to give up a job which they have held down for years to work in an entirely different field, provided the new job pays better."

"You don't need any certificates in the U.S. to land a job. I'm thinking of an apprentice's certificate, for instance."

The Negro Problem in the North and Other Specific Areas
(Except South)

Favorable Dissemination (4%)

"In those parts of the country through which I traveled, that is, in the East, in the North and in the Middle West, Negroes were not discriminated against, neither on the job, nor in public conveyances nor in restaurants."

"I talked about the tolerance shown towards Negroes, which I had noticed especially in New York."

Unfavorable Dissemination (1%)

"I was surprised to find that even in the North the going is rough for Negroes."

Indeterminate Dissemination (2%)

"In the North of the U.S. the Negro problem isn't so crucial an issue."

Contributions of Management and Unions

Favorable Dissemination (3%)

"Management is very much interested in providing efficient social services, for employees and workers. The trend in the social welfare sector is toward the firms and plants starting or advancing old age security plans on their own initiative."

"To some extent the unions have taken over the tasks of sickness funds. Employees and workers can get medical care, X-ray treatment, cardiograph recordings, they can stay at sanatoriums and spas, and for all this the union will pay."

Unfavorable Dissemination (*%)

"In the automobile industry the social problem hasn't been solved satisfactorily. Large numbers of workers are absorbed, but they are also 'spit out' again, regardless of the hardships which are involved."

Indeterminate Dissemination (1%)

"I talked about the measures the unions have taken in the field of social security and also visited labor offices and inspected the social services in several industrial plants."

Organization and Role of Trade Unions

Favorable Dissemination (4%)

"I feel American trade unions are organized more efficiently than ours, they have greater freedom of action. I consider the position of the trade unions to be essential and interesting. It's most agreeable that they hardly meddle in foreign affairs, but that they devote their time to improving working conditions. They discuss, for instance, how a bus service transporting workers to their plants can be improved."

"I was favorably impressed by the fact that American unions pursue a realistic policy throwing all ideological ballast overboard."

Unfavorable Dissemination (2%)

"The power and dictatorial practices many unions employ seem to me to be a serious threat to the democratic freedoms of the individual."

"I mentioned that the unions in the U.S. are terror-wielding organizations as they cannot be described more aptly than in the movie 'On the Water-front'."

Indeterminate Dissemination (2%)

"I visited a number of unions and informed myself on their work and on the influence they exert on the life of the nation."

"In the U.S. the unions settle many questions which would be taken care of by the guilds in our country."

Relations between Management and Unions

Favorable Dissemination (2%)

"It's a very good thing that the two parties, unions and management, aren't weighed down by historical traditions. Both understand that they take care of legitimate interests. American employers don't feel superior to the trade union people, they recognize them as partners with whom they must and want to co-operate."

Unfavorable Dissemination (*%)

"I mentioned that tensions exist between management and unions."

Indeterminate Dissemination (0%)

The Status of Other Racial and National Minorities

Favorable Dissemination (6%)

"I was favorably impressed by the way the Indian problem is handled, whoever desires to leave the reservations is free to do so. Many capable Indians have started out in business, only the incapable elements stay behind."

"I was impressed by the fact that the individual national groups are highly respected, may they be Italians, Germans or Poles, and they all are regarded as full-fledged American citizens."

"I think that the members of national minorities, apart from a few exceptions, consider their old customs as sort of a hobby. They have become solid American citizens long ago."

Unfavorable Dissemination (5%)

"I was perplexed by the minority problem, the fact that such a problem exists proves that democracy in its true and original form has been overtaken by a crisis."

"I mentioned that the Mexicans live in unparalleled misery and indescribable squalor."

"I found that the American Indians are treated as second-class people."

Indeterminate Dissemination (4%)

"I studied the Indian problem, I visited the Flathead Indians in Montana. Later on I talked about it."

"As to the Chinese problem: I met some editors of a Chinese newspaper in San Francisco who told me a lot about it."

The Racial Problem in General

Favorable Dissemination (5%)

"The noblest spirits in the U.S. advocate the removal of racial barriers. I mentioned a few of them, Roger Baldwin, for instance. I was most positively impressed."

"There is no doubt that the racial problem can be solved. The leading men in the U.S. tackle this problem very skillfully."

"I noticed that racial relations are smoothest in California. It seems that here members of the different races live side by side with hardly any frictions."

Unfavorable Dissemination (5%)

"I mentioned that in the state in which I stayed most of the time racial discrimination was quite marked and it was felt in all spheres of public life."

"I mentioned that the racial problem hasn't yet been solved and that this will be quite a difficult task as unfathomable human aspects are involved. You cannot regulate emotions by laws, it seems to me to be just like the eating of horse flesh, horses are clean animals so one's reason tells one it's all right to eat horse flesh, but somehow one has an uncontrollable idiosyncrasy against it. No law could ever make me eat horse flesh, only if I were starving, if I had to go without food, I might come round."

"I found that the well-to-do strongly emphasized the gap that exists between them and the people of different races."

Indeterminate Dissemination (5%)

"You have to regard the racial problem in its historical connotation, and I refuse to pass a judgment on the present situation as I don't know enough about historical developments and interrelations, and thus I can only take the present phenomenon at face value which leads to forming an incomplete notion."

"I mentioned that racial segregation is the result of historical development; thus it cannot be abolished over night."

"The racial problem was on my mind."

Social Services and Social Legislation

Favorable Dissemination (6%)

"I mentioned that the Americans point the way in providing old age security. On reaching a certain age, every citizen gets an old age pension if he needs it."

"Contrary to what people generally believe, medical care is efficient, also the underprivileged are well looked after. There are free clinics attached to all large hospitals."

"I was surprised to find that much more has been achieved in the field of social legislation than people in Europe generally know."

Unfavorable Dissemination (6%)

"Some social issues stick out like a sore thumb. Old age security, for instance, is handled more efficiently in our country."

"The physicians' organizations still violently oppose a state-sponsored insurance system as it exists in our country. I feel our health insurance system is more efficient and more just, too."

"Due to neglected social legislation the contrast between the able-bodied and those who cannot work any more and thus are destitute is more accentuated."

Indeterminate Dissemination (4%)

"I mentioned that there is no social security in our sense of the word, although unemployment compensation and old age security are gradually being adopted."

"I heard that attempts are being made to provide security for all people who work by making contributions towards a social welfare fund mandatory."

The Negro Problem in America Generally

Favorable Dissemination (9%)

"It means wronging the Americans if one reproaches them for not yet having solved the racial problem. The government has passed laws through which racial discrimination has been abolished, the Negroes enjoy the same rights as white Americans do, from the point of view of the individual, the citizen, the atmosphere has been cleared, too, without a bitter aftertaste of a 'second-rate' label sticking to the Negroes having been left."

"Though racial barriers are broken down slowly, steady progress is made."

"American law courts have done a lot to further Negro emancipation."

"I told people that the Americans show a loyal and democratic attitude towards the Negroes."

Unfavorable Dissemination (10%)

"What made an unfavorable impression on me was that in practice the Negroes by far don't enjoy all the rights which have been granted to them in theory."

"In the U.S. Negroes are second-rate people, they are looked down upon. If the Americans claim that they're sold on democracy as nobody else is, then they mustn't discriminate against colored people. No theater troupe ever plays in Washington as people fear that also Negroes might attend."

"I mentioned that the poor Negroes are suppressed rigorously. Although people talk of equality of rights, they don't act accordingly."

"There is a marked tendency to keep the different races apart, and the Negroes are aware of being suppressed. It just makes you wonder why the Americans should try to teach us to drop any racial prejudices we may still have."

Indeterminate Dissemination (8%)

"Though the racial issue still is pending, it has no vital importance in the sociological sector."

"I talked about my impression that in those regions where segregation is most strictly enforced the Negroes feel somehow more independent, that's a paradox for which I cannot find an explanation."

"I talked at length about the Negro problem in America, trying to point out all the problems involved."

The Status of the Jews

Favorable Dissemination (1%)

"As far as Jews are concerned, no discrimination or separation could be noticed. I met many acquaintances from Germany who now are American citizens and are very proud of their American citizenship."

Unfavorable Dissemination (8%)

"I was perturbed about a certain latent anti-Semitism which is encountered in many classes of society."

"I know that in certain circles people feel a dislike against the Jews, it bothered me to find a trend in the U.S. which has been conquered in our country."

"I know of some cases of rather rabid anti-Semitic demonstrations, mostly the exponents were Republicans."

"It seems to me that the U.S. has quite a bad Jewish problem on its hands. At Lake Michigan, a sparsely populated area, you don't find any Jews, as they are excluded from buying real estate in that district."

Indeterminate Dissemination (2%)

"I mentioned that 5 million Jews live in New York and talked about the Jewish problem."

The Negro Problem in the South

Favorable Dissemination (3%)

"I gathered from conversations I had with colored and white people that conditions in the South have noticeably improved, I had the impression that both sides are ready to make concessions, the idea is to educate both groups, the white people towards recognizing the Negroes as citizens with equal rights, the Negroes towards adapting themselves to the established standards of manners and morals."

"I met many white people in the South who, although they still retained some racial prejudices, had conquered them to such an extent as to demand that the colored people be given a real chance in life. I was favorably impressed by their attitude."

Unfavorable Dissemination (13%)

"I was quite shocked to find that segregation is so strictly enforced in the South, for a person who condemned racial discrimination as it was practiced against the Jews in our country it's a most unpleasant surprise."

"As to the Negro problem, I was amazed to find that in the South there still are elements who are violently opposed to Negro emancipation, I had assumed that many individuals would still harbor resentments against colored people, of course, but I hadn't expected that even in public racial segregation is enforced, that there are separate compartments in street-cars, waiting rooms and other such places."

"The anti-Negro movement in the South is so strong that it may sway you, when I got there first, my attitude towards colored people was quite positive, then, after I had been reproached for seeking contact with Negroes, I avoided them for a while, but afterwards I realized that I had done wrong."

"Living conditions are quite different for white and for colored people, the things I noticed in the South reminded me of the way the Jews were treated in our country, it's a blot on the escutcheon of the U.S."

"In the South racial discrimination is practiced on a considerably larger scale than I would have believed."

Indeterminate Dissemination (3/5)

"I was keen on studying the Negro problem in the South, I talked to colored people, among others, I talked to porters when traveling in sleeping cars."

"I mentioned the Negro problem in the Southern states of the U.S."

Other Mentions

Favorable Dissemination (1/5)

"The church plays an important role in social life, it doesn't see its mission in spiritual guidance only."

Unfavorable Dissemination (1/5)

"I mentioned that especially since the last war juvenile delinquency is on the rise."

Indeterminate Dissemination (2/5)

"I found that in the U.S. social problems are handled from a socio-pedagogic point of view."

"I talked about the powerful influence of public opinion."

FILM
(Information Experts)

	<u>Net Gain in</u> <u>Dissemination</u>	<u>Favorable</u> <u>Dissemination</u>	<u>Unfavorable</u> <u>Dissemination</u>	<u>Indeterminate</u> <u>Dissemination</u>
Film Production: Staging, Working Methods, Artistic Performances	12%	12%	1%	3%
Level of Technical Development	11	11	-	4
Financial Situation and Organization	7	8	1	2
Role and Impact of Films in American Society	3	5	2	4
Level and Content of American Films	1	9	8	12
Movie Theaters	1	3	2	3
Objectivity in American Films	0	3	3	-
Censorship in America	0	1	1	2
Other Mentions	0	1	1	6

FILM

"Could you tell me something about your impressions and experiences in this field - America's film industry (American films) - (especially about things which have struck you as being essential and interesting?)"

"Have you had a chance to mention your American experiences (that which you have seen) in this area in conversations, discussions, lectures or publications?"

"What did you mention?"

Film Production:

Staging, Working Methods, Artistic Performances

Favorable Dissemination. (12%)

"The great majority of films is excellent as far as staging and decorations are concerned, that goes especially for revue films. In this respect no other country could equal the U.S. production."

"Planning and preparations - beginning with the scenario up to the first day in the studio - are incredibly careful and precise, this is quite unknown over here. Everything is laid down to the minutest detail. They don't leave anything to chance."

"The great artistic performances of actors struck me as very essential. I didn't see a single part that was wrongly cast - something that happens ever so often in German films."

"The many top performances in the field of acting and directing were among my topics of conversation."

"I mentioned the colored cartoon films, something quite unique. No American would miss them; in my opinion, they are the alpha and omega of the art of filming. I wished we had them in Germany, too."

Unfavorable Dissemination (*%)

"It struck me that some films are exaggeratedly lavish with regard to their staging."

Indeterminate Dissemination (3%)

"I described our visits to studios in Hollywood and the talks I had with some big shots of the film industry. From that it became clear to me how difficult it is to make a good job of filming and how much tiring work is required even of famous actors."

"I mentioned that attempts are made to establish a contact between film and television. Special films for TV were made. Stars give guest performances."

Level of Technical Development

Favorable Dissemination (11%)

"I was much impressed by the unfailing technical quality of the films."

"American films are technically unsurpassable, and that's why in this respect the American film production excels over our own. Technical studio facilities are well planned and organized."

"I emphasized the excellent quality of the technicolor system, which was nearly perfect as early as in 1951."

"One of the things that impressed me most was a 'Cinerama' film I saw in Chicago on a 30 meter wide concave screen, the impressions you get by Cinerama are simply astounding, you feel as if you were right in the middle of all that happens."

"The technical means of the film industry are not accessible to television. Films are more effectual owing to the wide screen which is four times as wide as those customarily used over here."

Unfavorable Dissemination (0%)

Indeterminate Dissemination (4%)

"I was especially interested in dubbing and trick film methods."
"As the first 3-D films were shown at the time of my stay in the U.S., I received the first impressions of them and I have talked about them."

Financial Situation and Organization

Favorable Dissemination (8%)

"You are immediately struck by the substantive wealth of some production companies. The Warner Brothers studio is a really big affair. Not a single German company can compare with American firms."
"I think it is advantageous that it's mainly the big companies which produce films as they are in a position to turn out - in addition to the usual light or adventure stories - a few really valuable films, even if these are a financial risk."
"Hollywood is favored by circumstances and thus it can achieve more than German companies. It has unimaginably ample financial means at its disposal."
"I could only say that in no other field can a strong financial position be made use of so effectively as here."

Unfavorable Dissemination (1%)

"When I was in Hollywood the American film industry was stagnant and only 10% of studio capacity was utilized. I mentioned the bureaucratic spirit which you encounter in the big production firms and which has its effect on the entire program."

Indeterminate Dissemination (2%)

"It is distinctly felt that there is big capital behind the film industry."
"I mentioned that good films are financed by the box-office receipts of bad films."

Role and Impact of Films in American Society

Favorable Dissemination (5%)

"You get the impression that the prospects of the film industry are still spacious, that films are valued more highly by all social groups and are regarded as a cultural factor, more than it's the case in Germany."
"I always get annoyed about all this grumbling over American Westerns or detective films. I said that they certainly had an educational value. They inspire the individual with moral courage, and in the end it's always the good that prevails over the evil, simply the victory of good over evil."
"I was satisfied that people are interested in films of artistic value, also those of foreign origin."
"I mentioned that Americans are very interested in documentary films. This proves that they are receptive and eager to learn."

Unfavorable Dissemination (2%)

"The artificially accentuated importance of film stars is something I just cannot understand. It even has repercussions on a broad public's idea on life and happiness. This creates a striking uniformity in a country that is otherwise quite individualistic. Almost all women try to copy one or the other film actress, that's frightful."
"The many Westerns are not so good for young people. Their imagination gets overstimulated and this only helps to breed crimes."

Indeterminate Dissemination (4%)

"The average film is a kind of mass production for light entertainment. Americans enjoy a film, they leave the movie theater and talk about cars or problems of the stock exchange. They are only conscious of having spent 2 or 3 hours in a pleasant manner. We Germans like to leave the cinema absorbed in thoughts and to discuss the film on our way home. A film author will just have to consider the different taste of the average American."

"A great many people obtain their standards from the films."

Level and Content of American Films

Favorable Dissemination (9%)

"One cannot judge the quality of American films in general by those which are shown in Germany. I've seen excellent films which were better than everything that had been shown here by that time."

"In my opinion, American producers use more imagination and there are better film authors than in the German film industry. I'm thinking of subjects of topical interest."

"I saw some films of a very high level, especially those about humorous subjects. There are good light films offering good artistic performances."

"There are excellent documentary films in the U.S."

Unfavorable Dissemination (8%)

"Only very few films come up to the European standard of a work of art. They are devoid of problems, but abound in cheap effects and sensations."

"Films are often the limit of what is bearable, I thought they were abominable. This struck me because the Americans are otherwise quite normal."

"Unfortunately, most films are stereotyped mass productions, you can almost say that film No. 473 will be followed by film No. 474."

"Too many light films are shown, but not enough of really artistic value. A good film is still the exception."

Indeterminate Dissemination (12%)

"I pointed out the bright and the dark sides: on the one hand there are very good films, and on the other hand cheap thrillers."

"You find the most corny stuff next to films of the highest quality."

"I mentioned the production of religious films in the U.S. which according to our taste are too sentimental. I also talked about the exciting current interest of really good films like 'On the Waterfront'."

"In the United States Westerns describe a very popular period of American history and apart from the trend that the good must always prevail and that certain types will be unmasked, they have an importance similar to those of German films produced by UFA in the past."

"It is striking that in light films and thrillers ethical and moral principles are strictly observed, even if these films are sometimes not free of excessive cruelties and bad taste."

Movie Theaters

Favorable Dissemination (3%)

"In the U.S. going to the cinema is much more interesting and entertaining because they offer in addition to one or two features ballet, cabaret, sometimes organ recitals so that you get quite a lot for your money."

"I talked about the practical seats and the air conditioning system, two things I found to be very good."

Unfavorable Dissemination (2%)

"Children are admitted to all films, consequently there's much noise in movie theaters."

Indeterminate Dissemination (3%)

"American movie theater programs are different from German ones insofar as mostly two films are shown in succession and there may also be a floor-show to the program."

"I talked about the drive-in theaters which are unknown over here."

Objectivity in American Films

Favorable Dissemination (3%)

"The honesty of films is impressing, I saw a film which gave a realistic picture of abuses in the social and military sectors during the war, a thing that would have been quite unimaginable in Germany and after a German victory."

"In these films the Americans show an admirable courage to be frank and self-critical. Just think of a film like 'On the Waterfront,' and they don't even hesitate to show it abroad."

Unfavorable Dissemination (3%)

"I mentioned the films about the wicked Germans (STALAG 17). The Germans are apt to be shown as atrocious Nazis, country yokels or criminals whom the American soldiers encountered in the various theaters of war."

"American life as shown by the majority of American films has nothing to do with reality."

Indeterminate Dissemination (0%)

Censorship in America

Favorable Dissemination (1%)

"Such a disagreeable censorship system as we have over here doesn't exist in America. They don't have committees which do nothing but dictate rules and regulations about the lending and distributing of movies. There's a free market over there."

Unfavorable Dissemination (1%)

"There are no films marked 'Adults only' over there, that's wrong in my opinion."

Indeterminate Dissemination (2%)

"A private production code exists in all states, but the decisions of these committees vary greatly."

Other Mentions

Favorable Dissemination (1%)

"I got the impression that Hollywood is a decent place with strict unwritten laws of conduct, and that people living there work hard and lead quite a normal, sensible life."

Unfavorable Dissemination (1%)

"I mentioned the conversations I had with some Hollywood photographers about social conditions. They pointed out to me how unpleasant and nerve-wrecking relations between people over there are. This, I think, is a negative point."

Indeterminate Dissemination (6%)

"I believe that little by little European films will gain a firm footing in America."

"I got the impression that a number of films will never get here and just the good ones! This is due to the structure of the market over there. Only those films produced by Hollywood companies will be exported. America is big enough; companies can afford to show a good film with moderate production costs in the U.S. only; there's no need to export them."

"There's an evident hostility between the film industry and television. In Hollywood television is regarded as a potential danger."

TELEVISION
(Information Experts)

	<u>Net Gain in Dissemination</u>	<u>Favorable Dissemination</u>	<u>Unfavorable Dissemination</u>	<u>Indeterminate Dissemination</u>
Technical and Organizational Features	16%	19%	3%	3%
The Extent of Television	12	12	*	2
Quality, Content and Staging of American Television Programs	6	19	13	10
Methods of Financing	2	4	2	6
Especially Mentioned Television Stations	1	1	-	*
Freedom of Opinion and Independence of Television	0	1	1	-
Role and Impact in American Life	- 7	7	14	9
The Role of Advertising	- 19	3	12	5
Other Mentions	1	2	1	2

* Less than one half of one per cent.

TELEVISION

"Could you tell me something about your impressions and experiences in this field - America's television system - (especially about things which have struck you as being essential and interesting)?"

"Have you had a chance to mention your American experiences (that which you have seen) in this area in conversations, discussions, lectures or publications?"

"What did you mention?"

Technical and Organizational Features

Favorable Dissemination (19%)

"Above all, I talked about the very obvious technical superiority with regard to studio facilities."

"Technically television is simply grand, as perfect as the speed of its news service."

"I was deeply impressed by the technical perfection."

"The whole of television, its technical as well as its organizational side made a deep impression on me. Just in 1951 some of the TV stations were rebuilding their initial somewhat improvised studios into something like huge television plants. So, sparing no expense, they set up something that conforms to the latest requirements and is so modern as it is hard to imagine."

"The technical process of televising went so smoothly and without any snags that it seemed to be just as simple as play."

Unfavorable Dissemination (3%)

"I was disappointed about the poor technical quality of American television."

"It's just the same as with the radio, all technical equipment is rather primitive."

Indeterminate Dissemination (3%)

"I regard television here and in the U.S. as a sort of technical toy. Americans who own a television set just enjoy playing with it."

"I talked about the organization of American television."

The Extent of Television

Favorable Dissemination (12%)

"I talked about my general impression of the incredible extent of American television, in a city like New York it is possible to receive seven different programs."

"That, due to the great number of stations you can nearly always take your choice of programs you would like to hear through one of the various 'channels'."

"The great extent of television may be due to the fact that there are not so many big cities in America, but a very large number of small towns, and that Americans with their strong interest in public affairs have to fall back on television in order to take part in those activities."

Unfavorable Dissemination (4%)

"I mentioned that in the parts of the U.S. I visited, I didn't see by far as many television sets as I had expected."

Indeterminate Dissemination (2%)

"I mentioned that people are likely to buy a television set before anything else."

Quality, Content and Staging of American Television Programs

Favorable Dissemination (19%)

"In the field of television I got to know a much higher quality level than in Europe. Television over there is from 5 to 10 years ahead of us."

"The program is much better than over here: short TV dramas, programs for housewives, and quiz programs which are very interesting are offered."

"Outstanding and commendable were the documentary programs, as well as the coverage of sports events. In almost unimaginable amount of suspense and gripping excitement is packed into them."

"The programs are very skillfully produced, take the quiz programs, for instance, variety shows on the stage and documentary features. Bishop Fulton Sheen, for example, is an extremely charming man. Whenever Fulton Sheen's TV program comes on even the cab-drivers will abandon their cars because they would rather lose some fares than miss his program. He is an exceptionally brilliant man whose programs hold an appeal for nearly everybody."

"All important political events are televised which is extremely exciting, and it's a very good thing, too."

"Religious matters exert a strong influence on television. I saw, for instance, an actor who was praying the rosary on television which I found very touching."

Unfavorable Dissemination (13%)

"I found the programs which I was able to see definitely stupid."

"The things which I saw on TV led me to the conclusion that I could very well do without TV since I wouldn't be missing anything."

"Bad programs, they show the left-overs of the film industry, stuff which is considered third-rate in Hollywood."

"The vaudeville shows are abominable, the telecasting of sports events was about the only thing worth looking at. If things continue in this manner and if TV doesn't attain a higher level of quality, then this medium will have the deplorable effect of reducing the whole nation to illiteracy and artistic mediocrity."

"I mentioned the poor quality of youth programs. Cowboy films and shooting scenes all the time, the arrangement of programs is terrible."

Indeterminate Dissemination (10%)

"On the negative side there're soap operas, on the positive side attempts to use television for educational purposes."

"I was unpleasantly surprised by those antiquated third-rate films and I was appalled by the boxing programs with all their brutality. I found the programs with election speeches by Eisenhower and Stevenson very stimulating and agreeable, however."

"You'll find numerous programs of quite a poor quality just as well as many outstanding and excellent programs which would put to shame everything which has been shown on television in Germany so far. The good and the primitive programs just about balance out each other."

"I pointed out the difference between German and American television. American television aims at providing entertainment, whereas German TV tries to broaden people's horizon."

Methods of Financing

Favorable Dissemination (4%)

"TV is a commercial enterprise. Owing to the fact that it's financed by advertising it is privately owned and cannot be influenced by the government as it can do without government subventions or loans."

"That TV programs are offered free of charge."

Unfavorable Dissemination (2%)

"The fact that television is financed by commercial firms is the cause for the bad or mediocre programs."

Indeterminate Dissemination (6%)

"It's almost the same as with radio: television is privately owned."

"Television is supported by business firms."

"I mentioned the large volume of advertising by which television is financed."

Specially Mentioned Television Stations

Favorable Dissemination (1%)

"I regarded the Monday evening program from CBS offering a very good variety show without commercials as the best of all."

Unfavorable Dissemination (0%)

Indeterminate Dissemination (*%)

"IEC televised operas from the Metropolitan."

Freedom of Opinion and Independence of Television

Favorable Dissemination (1%)

"Just as with radio: I mentioned the great advantage of a system that can develop free from government influence."

Unfavorable Dissemination (1%)

"American television is dependent on the capital and the taste of the masses. Compared to Germany the set-up is different, but the dependence isn't less strong."

Indeterminate Dissemination (0%)

Role and Impact in American Life

Favorable Dissemination (7%)

"Television, in my opinion, is one of the principal factors which help to hold the Americans together as a nation, in spite of all their diversities and in spite of the vast continent over which they are scattered."

"Owing to television, families are being kept together more than before when every member of a family went to the cinema on his own."

"I did not receive the unfavorable impression which is quite widespread here in Europe, that television wrecks all social and family life.

The opinion, prevalent in Europe, that Americans spend most of their time in front of the TV set, is nothing but a bunch of absurd lies. But I, for one, found it wonderful to observe how closely the American people keeps tab on political developments thanks to television."

"That, if it is in the right hands, television can be a very valuable means for promoting public education and for providing ample opportunity for reflexion."

Unfavorable Dissemination (14%)

"The fact that people sit before the television set for hours on end with a glass of whisky and soda in their hands and never utter a single word. There's your TV party, you sit there in dead silence. I find this simply awful."

"I find it deplorable that television puts an end to conversation in the family circle and in restaurants. There is a danger of an imminent decline in the social graces."

"Television has brought about a fundamental change in American family life. The average American woman does not realize that the television set as a meeting place of the family is all too often nothing but a self-delusion. It is true that family members stay at home now but the television screen dictates what is to be done or, rather, what is not to be done. For instance, children forget how to busy themselves by playing when they aren't guided towards using their imagination, television shows them how to do everything."

"I didn't think that the influence of television on daily life was that strong. You become the slave of your TV set and that's very dangerous for one's personality."

"There's a great danger of giving up any thinking of your own in front of the TV screen and of allowing yourself to be so impressed that you will stop to form an independent opinion about things. Levelling will set in."

Indeterminate Dissemination (9%)

"It struck me that television plays a relatively important role in American family life, it's much more appreciated and discussed than radio."

"Surprisingly strong effects on family life. I knew Americans who changed the date of appointments because they didn't want to miss a certain TV program."

"Television tends to spoil fireside chats, on the other hand it's a means to keep the family members at home."

"If you've known television for some time you don't switch it on so often. I visited several families and was always the only one who wished TV to be switched on. The members of the family didn't express this wish."

The Role of Advertising

Favorable Dissemination (3%)

"There were breaks during the various TV programs for commercials which were presented, in my opinion, in an extremely witty and quite humorous manner, commercial sponsorship makes it possible to put on highly expensive programs which are apt to make a strong impression on televiewers, I'm thinking of 'This is Your Life'."

"Commercials on television are so clever and amusing that they don't annoy me in the least, they are sandwiched in between programs in a very entertaining manner."

Unfavorable Dissemination (12%)

"To tell the truth, I cannot but tell about the constant interruptions of a program by commercials, this gets on your nerves."

"Even the most excellent TV programs are annoyingly interrupted by stupid commercials, in the end the coupling of advertising with entertainment became unbearable for me."

"My impressions were highly negative, all of this soap opera business makes you feel pretty indignant."

"Commercials are even more disturbing on TV than over the radio, television stimulates the general demand for goods and services even more than radio does because the things you see you desire even more keenly than those you only hear about, so that very often TV commercials encourage excessive demands."

"Commercial television is on the mental level of a 13 year old boy."

Indeterminate Dissemination (5%)

"I pointed out the importance of TV for business life."

"Television was still in the stage of development when I was in the United States and the thing that struck me most about it was the great number of commercials that they put on."

"Advertising is just about the same as on radio, hair lotions and stuff like that are recommended. Commercial sponsors get in contact with artists of whom they believe that a lot of people would like to see them."

Other Mentions

Favorable Dissemination (2%)

"I talked about the very impressive state of development."

"Above all, I pointed to the high standard of American television."

Unfavorable Dissemination (1%)

"One should never put a television set in one's room."

Indeterminate Dissemination (2%)

"The keen competition between film and television that exists in the U.S. will probably not come about over here."

"With regard to television I noticed that the Americans work much harder than we Germans."

RADIO
(Information Experts)

	<u>Net Gain in Dissemination</u>	<u>Favorable Dissemination</u>	<u>Unfavorable Dissemination</u>	<u>Indeterminate Dissemination</u>
Methods of Presentation	9%	11%	2%	3%
Technical and Organizational Features	8	9	1	5
The Extent of Broadcasting	6	6	*	7
Freedom of Opinion and Independence	5	6	1	*
Especially Mentioned Radio Stations	4	4	*	4
Role and Impact in American Life	2	4	2	3
Methods of Financing	1	6	5	16
Objectivity in Reporting	1	2	1	*
Level and Content	- 2	8	10	10
The Role of Advertising	- 11	4	15	12
Other Mentions	0	1	1	3

* Less than one half of one per cent.

RADIO

"Could you tell me something about your impressions and experiences in this field - America's radio system - (especially about things which have struck you as being essential and interesting?)"

"Have you had a chance to mention your American experiences (that which you have seen) in this area in conversations, discussions, lectures, or publications?"

"What did you mention?"

Methods of Presentation

Favorable Dissemination (11%)

"I noticed that the plays offered by the big networks are as carefully prepared as they are over here, but the small stations which do with only a few rehearsals achieve the same good results because the original flavor isn't destroyed by too much rehearsing and cutting. After my return I successfully produced some small plays along the American lines, and besides I made propaganda for live broadcasts."

"I mentioned the skillful arrangement of programs, spoken word and musical programs are offered by turns, the individual broadcasts are agreeably short. I especially liked the casual, inspiring manner in which the radio people address themselves to the listeners."

"I mentioned the casual way in which they arrange and announce their programs."

"The reporters are brilliant, as a rule they speak directly, that is to say, not on tape which is later cut to convenience. The news items are usually offered without any comment in a simple, matter-of-fact language."

Unfavorable Dissemination (2%)

"I mentioned that one broadcast follows the other immediately. There is no adequate pause between a religious program and jazz music, for instance."

"I dislike the way American radio stations set up their programs."

Indeterminate Dissemination (3%)

"Since I got only little insight into the conditions of the American broadcasting system, all I could talk about were the methods of presentation."

"American stations offer live programs as a rule, while here in Germany most broadcasts are recorded on tape."

Technical and Organizational Features

Favorable Dissemination (9%)

"I pointed to the high standard of the technical facilities."

"The technical facilities of radio are excellent in America, German radio technicians could learn much from their American colleagues."

"The news service is brilliantly organized."

"I consider it wise that the writing and producing of radio plays is a subject taught at American universities. In Germany such studies are only theoretical, there is no practice before the microphone for German students."

Unfavorable Dissemination (1%)

"German listeners wouldn't be satisfied with the quality of American sound reproduction, German technology in this particular field is more progressive or at least our technicians pay more attention to it."

Indeterminate Dissemination (5%)

"I mentioned the setup of American networks, and that you can't apply American methods to German conditions."

"I only talked about technical features, about the transmission apparatus and things like that."

"I mentioned the interesting fact that many universities in the States offer courses on how to run a radio station. I am not too optimistic about the value of such training since only the technical side of broadcasting can be taught, and more important than all technical matters is a solid knowledge of arts and sciences."

The Extent of Broadcasting

Favorable Dissemination (6%)

"I mentioned the great number of radio stations in the States that offer something to everybody."

"I told people that a well-functioning net of radio stations is spread all over the States."

"The most spectacular shortcoming in the broadcasting field in Germany is the fact that we've only five regional stations to cover all West Germany. On the ground of the experiences I had in the States, I've suggested that the government install small-scale stations that transmit by wire (Drahtfunk) since the air waves are crowded as it is."

Unfavorable Dissemination (*%)

"Small stations with only a limited range can't afford to produce high quality programs for the production of which ample funds and a large staff are needed, and there are thousands of small-size stations in America."

Indeterminate Dissemination (7%)

"I mentioned the great number of transmitting stations."

"I explained that there are many radio networks in the States."

"I mentioned the big number of broadcasting systems."

Freedom of Opinion and Independence

Favorable Dissemination (6%)

"I mentioned that the American radio stations are completely free from state influence."

"I told people that the American broadcasting systems steer clear of politics and that the German radio should take an example from it - in the United States the government has no say in planning and policy."

"I mentioned as a positive factor the impartial political comments. American broadcasting systems don't favor any political party."

Unfavorable Dissemination (1%)

"The independence of the American radio like that of the German broadcasting system is de jure established, but actually it is as dependent on sponsors and on pressure groups as the German radio depends on political parties."

Indeterminate Dissemination (*%)

"The American radio can express its opinions to the same extent as can the German radio, also the way news is presented is very similar in both camps."

Especially mentioned radio stations

Favorable Dissemination (.4%)

"I mentioned the interesting fact that there are independent, non-commercial stations that are managed by schools, universities or other cultural institutions."

"I mentioned that the American trade unions operate their own stations that catch the interest of the people. The trade-union-sponsored station in Chicago, for instance, offers a very good and well arranged program."

Unfavorable Dissemination (*%)

"I visited some stations, the 'Voice of America,' for instance. I wouldn't say that they deeply impressed me. The equipment was primitive, and the transmission power low compared with conditions over here."

Indeterminate Dissemination (4%)

"I told people about the stations UJAW-CJO in Detroit."

"I mentioned that the stations of New York, the NBC, for instance, are independent."

Role and Impact in American Life

Favorable Dissemination (4%)

"I talked about the significance of the excellent political broadcasts of the American radio, these broadcasts contribute towards enlarging the political understanding of the American citizens, they help to create an impartial political attitude and make it clear that politics is a public matter par excellence."

"I mentioned that the American citizen can influence the radio program to a large extent, and that he makes use of this right, also that the opinions of the radio audience are thoroughly evaluated and taken into consideration, this special field is better developed in America than in Germany."

Unfavorable Dissemination (2%)

"Two or even more wireless sets in one American family is nothing unusual, but their offerings are accepted as pleasant background noise with no serious purpose at all."

"The poor quality of the entertainment music that floats from the radio sets incessantly makes people decline intellectually."

Indeterminate Dissemination (3%)

"German radio staffers regard their work a pedagogical task, while the American radio stations serve to entertain people in the first place."

"I told people that the Americans are very fond of radio."

Methods of Financing

Favorable Dissemination (6%)

- "In order to raise the standard of the significant programs, German broadcasting stations should also use support from private sources. I'm thinking of commercial advertising. The American way to ease the burden of the taxpayer by letting big firms pay for the programs by broadcasting commercials is good and worth to be imitated."
- "As a European I was somewhat irritated in the beginning by the commercials that are blended in the program, but I soon put up with them because I found out that privately-owned radio stations which can afford such "mixed" programs, and which can be established at every medium-sized town, are of greater value than the government-sponsored networks."
- "Listeners don't pay any fees, the radio stations are financed by commercial advertising. We Germans have to pay fees and still must listen to commercials."

Unfavorable Dissemination (5%)

- "The American radio is in private hands, that makes it a commercial enterprise rather than an educational medium. There is bitter competition between the individual networks and the fight is only seldom conducted with fair and decent means."
- "I rejected commercial advertising because it lowers the standard of the whole program."
- "I mentioned the disadvantages of sponsored broadcasting systems that automatically come under the influence of industrial firms or institutions like that."

Indeterminate Dissemination (16%)

- "The fact that the American broadcasting systems are in private hands involves advantages as well as disadvantages. On the one hand, there are those annoying commercials in between the programs, on the other hand, there is independence from the government as to the arrangement of programs as well as to the stand taken on individual issues."
- "I drew comparisons between the structures of the American and the German broadcasting stations; the financial situation of the American broadcasting systems is more precarious than that of the German stations that get two marks per month from every subscriber, while the American stations are financed exclusively by commercial advertising."

Objectivity in Reporting

Favorable Dissemination (2%)

- "The radio news is very objective."
- "I told people that the news is presented without any comments, in a completely impartial way."

Unfavorable Dissemination (1%)

- "Political comments often are sensational and little objective."

Indeterminate Dissemination (*%)

- "On the one hand the American method to report in a casual way can be welcomed, on the other hand, however, this involves the danger of oversimplifying things so that political events may not receive adequate consideration."

Level and Content

Favorable Dissemination (8%)

- "There are programs of a very high level which are more popular than we Germans generally think."
- "I was struck by the high quality of the entertainment programs."
- "As a rule, American radio programs are far more universal than those offered by German radio stations."
- "In order to make people change their opinion of the level of American broadcasts, formed from hearsay, I pointed to remarkably efficient American radio commentators - to E. Murrow, for instance."

Unfavorable Dissemination (10%)

- "The American broadcasting stations can't afford to produce programs of a high cultural level such as European stations aim at, because they have to yield to the taste of the common people."
- "News broadcasts, topical and educational subjects are neglected by most of the American stations. That impressed me unfavorably."
- "Not once during the period I spent in the States did American radio offer a lecture on a serious subject, on a philosophical theme, for instance."
- "Sports news plays a leading role in the program of the American radio stations. The broadcasting stations had to yield to the baseball fanaticism of the masses, reports on this particular sport are offered nearly all day long."

Indeterminate Dissemination (10%)

- "I talked about the programs of the individual stations."
- "I told people that the American radio stations offer political comments of a remarkably high as well as of an abominably low level."
- "I mentioned that through the influence of business groups, the standard of the program is lowered, but also told people that the big networks deserve praise for their efforts towards educating people through first-class programs."
- "I mentioned the educational programs."

The Role of Advertising

Favorable Dissemination (4%)

- "I told people not to blame RIAs for blending in commercials because these commercials represent the main financial source for running the outfit."
- "I don't share the widespread opinion of commercial advertising killing the program. It didn't bother me at all, maybe because I knew about it before. As a rule, the American commercials are very skillfully arranged, they are witty and much more effective than German-made commercials."

Unfavorable Dissemination (15%)

- "I once listened to a religious program of a Texas station that was suddenly interrupted for the sake of recommending a certain picture of Christ. Commercials impair the quality of the program, there is no doubt about that."
- "The bad taste of the American commercials can't be beaten. I remember the transmission of the Coronation of Queen Elisabeth that was suddenly interrupted by some noisy music followed by propaganda slogans for Swift's Corned Beef."
- "The disgusting commercials make it impossible to listen to a program properly. Whatever you may listen to, be it music or a play, it is interrupted by commercials."
- "I mentioned that the commercial broadcasts which interrupt all programs no matter what they may be about, irritate the listeners, or at least appear very strange to German standards of taste."
- "The never-ending round of commercials is simply awful."

Indeterminate Dissemination (12%)

"It struck me as strange when I found out that commercial advertising plays the leading role in the field of broadcasting, but I came to understand it when I learned that the stations are private enterprises that don't charge fees from the listeners."

"During my three months' stay in the States I found out that commercial advertising doesn't necessarily mean a low-level program."

"I told those people who unfavorably criticized the American way of advertising by radio that also German radio stations have incorporated commercials in their programs."

"I mentioned that commercials represent the main feature of the American radio programs."

"I talked about commercial advertising by radio as it is practiced in the States."

Other Mentions

Favorable Dissemination (1%)

"As a former radio specialist, I must say that America is leading in the field of broadcasting."

Unfavorable Dissemination (1%)

"It wasn't a good idea to drag us to 40 radio stations, they were all alike, and we were told the same things everywhere."

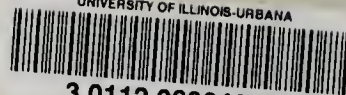
Indeterminate Dissemination (3%)

"I talked about the fundamental differences between the American and the German broadcasting systems. It is impossible to compare conditions in this field in the two countries. Many Germans arrive at false conclusions because they don't see the basic differences in America and Germany with regard to radio."

"My opinion is that the American broadcasting system is just the right thing for the States, but to want it adopted in Germany is sheer nonsense."



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